DECEMBER 12, 1949 PRICE 25 CENTS

# BROADCASTING
The Newsweekly of Radio and Television
# TELECASTING

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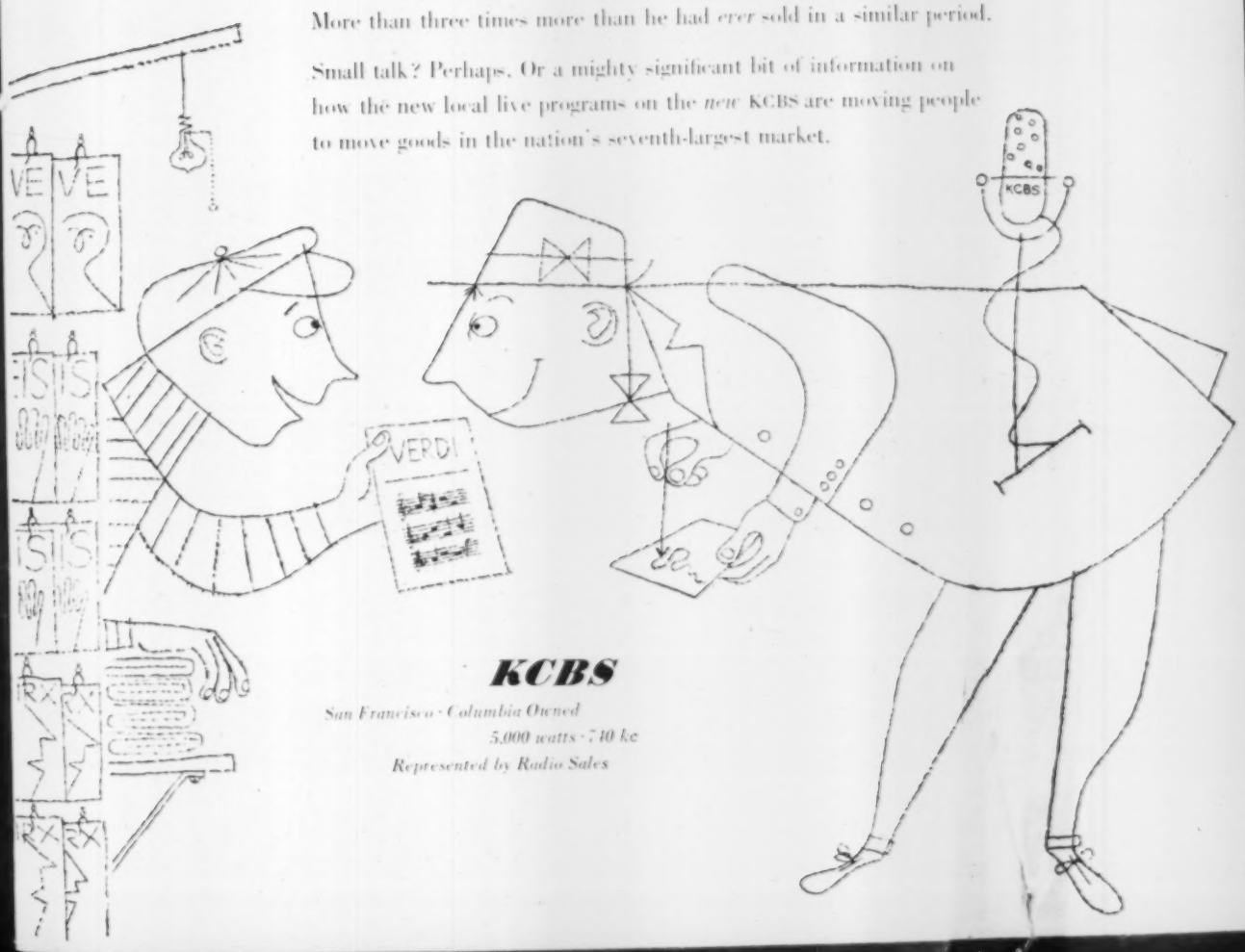
***Small talk?*** It became the talk of the town . . . when our man-about-town, Jim Grady, aired his newsboy's worldly-wise comments on the opening of the San Francisco Opera on his new KCBS morning show, "This is San Francisco."

So much so that San Franciscans from all over the Bay Area went out of their way—all that day and the next—to buy papers from the newsboy's out-of-the-way stand. Total sales in 24 hours: 2,475. More than three times more than he had *ever* sold in a similar period.

Small talk? Perhaps. Or a mighty significant bit of information on how the new local live programs on the *new* KCBS are moving people to move goods in the nation's seventh-largest market.




***KCBS***

*San Francisco · Columbia Owned*
*5,000 watts · 740 kc*
*Represented by Radio Sales*

# Public Service Institutions KNOW the Draw-Power of these

# Radio Stars

BOB ATCHER

THE SAGE RIDERS

COUSIN TILFORD

DOLPH HEWITT

RED BLANCHARD

LULU BELLE AND SCOTTY

Constantly requested for community events, fairs, charity programs – all the places where entertainment *experts* have their choice of the finest talent – these and two dozen more WLS radio stars are in demand all over the city of Chicago and the broad Midwest around it. This demand shows the way audiences feel about them – and that's why advertisers, too, find these WLS folks and our production staff can create anything from a simple one-man show to a giant network production. Yes, they're public servants, popular personalities . . .

## . . . Radio Stars and PRODUCT SALESMEN

ARKIE

CAPTAIN STUBBY AND THE BUCCANEERS

on

*A Clear Channel Station*

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPANY

# it takes POWER

*Radio Baltimore*

**WBAL**

*50,000 Watts*

NBC AFFILIATE

*Only WBAL covers the rich Baltimore area and wide surrounding territory* with 50,000 watts power . . .*

*4,225,000 people live in the WBAL coverage area and spend more than $3,290,000,000 annually in retail sales

represented nationally by EDWARD PETRY & CO.


Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# Closed Circuit

MAJOR networks understood pondering seriously continued membership in NAB. CBS reportedly is holding membership for network and its owned and operated stations on "month-to-month" basis, while at both NBC and ABC matter has been discussed in high councils during recent weeks. MBS, as cooperatively-owned network, actually holds membership via certain of its owned stations.

COLGATE-PALMOLIVE-PEET through its agencies, Ted Bates and Sherman & Marquette, trying to clear 1:30-2 p. m. time on either NBC or CBS for new program. Executives of advertiser understood to have discussed station lineup with NBC's Niles Trammell who in turn is said to be conferring with individual stations in effort to clear time (in station option time) for advertiser. CBS has also offered network stations. Program being developed in Hollywood where it will originate.

THAT REORGANIZATION of FCC staff into functional units is far from dead. Job classification papers sent to Civil Service show detailed plans to reorganize into four bureaus: Broadcast, Common Carrier, Safety-Special Services, and Field Engineering & Monitoring. FCC is seeking $11,200 to $12,000 classification for director of each bureau, who would have complete charge subject only to Commissioners themselves. Chief Engineer, General Counsel, and Chief Accountant would head separate staff bureaus at $12,200 to $13,000 each, under FCC proposal, while Executive Officer would head another at $11,200 to $12,000. These would be FCC's top level advisors and representatives.

IF SENIORITY is followed and reorganization effected Benedict P. Cottone (general counsel), William J. Norfleet (chief accountant), John A. Willoughby (acting chief engineer) and W. K. Holl (acting executive officer) would be in line for above top advisory posts. Selection of bureau directors apparently wide open, with Harry Plotkin, top-rated lawyer, either to head overall broadcast operations or newly aligned broadcast legal unit—top echelon posts. Following seniority sequence, Curtis Plummer or James Barr might head engineering broadcast structure, and Hugo Reyer or LeRoy Schaaff, broadcast accounting.

ANY NOTION that Cuba's exorbitant demands for AM facilities provide only NARBA headache goes aglimmering with disclosure of "wishes" of other signatories. Mexico, for example, wants to swap two high-frequency clears (above 1500 kc) for two low-band channels. Little Santo Domingo wants 20 stations including 1040 kc as clear. And Jamaica would like to have 660 and 680 through abandonment of so-called 650-mile rule on duplication of clear channels. Jamaica is 600 miles

*(Continued on page 82)*

# Upcoming

**Dec. 12: Multiplex Facsimile hearing, 155 Perry St., New York.**
**Dec. 14-15: NAB Dist. 17, Benson, Portland, Ore.**
**Dec. 15: American Television Society, Park Sheraton Hotel, New York.**
**(Other Upcomings on page 81)**

# Bulletins

CHEVROLET Motor Division of General Motors, Detroit, starts heavy spot campaign on more than 500 stations end of this month, announcing new 1950 line of passenger cars. Time has been bought on all. Agency, Campbell-Ewald, Detroit; account executive, Henry Little. Duration of campaign has not been set.

## WWDC WASHINGTON SALE NEAR COMPLETION

NEGOTIATIONS near completion Friday for purchase of WWDC and WWDC-FM Washington by Peoples Broadcasting Corp. of Ohio, operating WRFD Worthington, Ohio, suburb of Columbus. Purchaser is wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co. Understood price will be around $125,000.

With FCC approval of transfer, Capital Broadcasting Co., present WWDC owner, will take over WOL and WOL-FM Washington facilities from Cowles interests. Capital, owned chiefly by Joseph Katz, Baltimore agency executive, bought WOL last August for $300,000 and transaction has been approved by FCC subject to sale of present facilities.

WWDC, now operating on 1450 kc with 250 w as independent, would take over 1260 kc, 5 kw WOL facility and retain WWDC call letters. Peoples Broadcasting plans to use WOL call letters, subject to FCC approval. Understood FM stations would retain present dial positions. Capital plans to move to 1627 K St. NW, present WOL studio-office site, with Peoples taking over 1000 Connecticut Ave NW space now used by WWDC. Peoples would acquire present WWDC downtown transmitter and Silver Spring FM and AM-booster site.

Negotiations being conducted by Ben Strouse, WWDC general manager, and Thomas Dowd, of Pierson & Ball, for WWDC, and James R. Moore, general manager of WRFD, for Peoples, with Howard E. Stark, radio director of Smith Davis Corp., as broker.

## SUFFERS HEART ATTACK

LESLIE ATLASS Sr., CBS Central Division vice president, reported in "much improved" condition late Friday by his physician, Dr. W. D. Jack, after what he termed "serious" heart attack in Mr. Atlass' office that morning. Mr. Atlass, who has a chronic heart ailment, has suffered two other serious attacks. He is expected to remain at Henrotin Hospital, Chicago, several days.

# Business Briefly

P&G RENEWAL ● Procter & Gamble (Cincinnati, renews *Fireside Theatre* on NBC-TV, effective Jan. 3. Filmed dramatic show telecast Tuesday, 9-9:30 p.m., signed for 13 weeks. Products advertised are Ivory soap, Crisco and Duz. Agency, Compton Adv., New York.

WALTHAM TO RETURN ● Waltham Watch Co., New York, plans to return to air next spring. Current *Share the Wealth* series on ABC Monday, 8-8:30 p.m. cancelled effective Jan. 9. Agency, Hirshon-Garfield, New York.

## 'LADIES HOME JOURNAL' PLANS JANUARY TV SERIES

*LADIES HOME JOURNAL* will start five-minute film and one-minute spots on television effective early in January to promote serialized feature article on private lives of English royal family.

Film made by BBDO, New York, agency for Curtis Circulations, and United World, division of Universal International Pictures, will be titled "The Little Princess" as is the article running in magazine in January.

Negotiations being conducted to place film in major cities throughout country. Among stations already picked to carry five-minute film are WJZ-TV New York, WENR-TV Chicago and WMAL-TV Washington.

## CBS GRANTED DELAY

CBS granted Federal District Court continuance to Dec. 21 in Chicago where Salt Valley River Broadcasting Co. filed suit Nov. 17 for specific performance of network affiliation contract. Salt Valley, for KOY Phoenix and KTUC Tucson, claims CBS is cancelling or terminating affiliation without proper official notification. Delay was granted on claim that CBS attorneys they have not had enough time to answer. Normal limit is 20 days after initial filing of charges.

## NETWORKS' GROSS BILLING

GROSS TIME sales of four radio networks for October 1949 totaled $16,413,883, according to tabulations of Publishers Information Bureau, which reports gross network billings of $155,522,760 for ten-month period. Combined gross of four TV networks, according to PIB figures, was $1,816,862 for October, $8,27[illegible]186 for January-October period.

## CBS SALES SHIFTS

ALFRED J. HARDING, WCCO Minneapolis sales manager, transferred by CBS to New York TV staff of Radio Sales as account executive, effective Jan. 3. Sam Cooke Digges, former Radio Sales account executive in New York, named TV manager for Radio Sales in Chicago.

# KRLD T-V Is on the Air

*a NEW Picture in the Dallas-Fort Worth Area!*

*Serving* THE GREAT DALLAS-FORT WORTH TELEVISION AUDIENCE and 1 and ⅓ BILLION-DOLLAR *Market*

***KRLD-TV Opened With the Nation-Stirring Football Game Between Notre Dame-SMU and With the Great CBS-TV Shows***

## 22,000 RECEIVING SETS

**are now installed in the Dallas-Fort Worth area—and the number is growing by the thousands each month.**

**The eight counties which are either entirely or partially within KRLD'S 0.5 Mv line, present a million-and-a-third dollars retail sales market, according to 1949 Sales Management figures.**

**There's a NEW PICTURE in the Dallas-Fort Worth area . . . presented by KRLD-TV and the great CBS network shows.**

**AM FM KRLD T-V**

*The* **TIMES HERALD** *Station* ★ *Channel 4*

*The Branham Company* *Exclusive Representatives*

# WIP Produces!

**Example # 20**

Humphrey Ireland, of the H. B. Humphrey Company, Advertising, handling the account of Greystone Press, writes us . . . "Want to congratulate you for the fine mail count you are giving us on our Mr. Fix It show.
Dollar for dollar WIP is showing up as the best buy we have made for Mr. Fix It in the past year, and we have bought time on about 150 stations and three networks for the same show." What do *YOU* have to sell?

# WIP
## Philadelphia
## Basic Mutual
•
**Represented Nationally by**
**EDWARD PETRY & CO.**



# BROADCASTING
TELECASTING

*Published Weekly by Broadcasting Publications, Inc.*

**Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022**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**FEATURE CALENDAR**

**First issue of the month: AM Network Showsheet**
**Second issue: Network Boxscore; How's Business**
**Third issue: Trends Survey**
**Last issue: Telecasting Showsheet**


### At Washington Headquarters

**SOL TAISHOFF**
*Editor and Publisher*

**EDITORIAL**

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg. B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

**CIRCULATIONS AND READERS' SERVICE**

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Edward V. Duggan, Grace Motta, Chapalier Hodgson.

**NEW YORK BUREAU**

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

**CHICAGO BUREAU**

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

**HOLLYWOOD BUREAU**

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

**TORONTO**

417 Harbour Commission Bldg. ELgin 0273
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office



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**Subscription Price: $7.00 Per Year, 25c Per Copy**

# More Radio Impressions for WMRI-FM at Marion, Ind.

Newest thing on the Grant County horizon is this Truscon Self-Supporting Steel Radio Tower which lifts its Collins 8-ring, side mounted FM antenna 336 ft. into the Hoosier sky.

Radio personnel of the Chronicle Publishing Company naturally wanted only the finest equipment when they established WMRI-FM in December, 1948. And, just as naturally, they turned to Truscon for the best in radio tower facilities . . . *specifically tailored to local conditions.*

Five months later they had it. Truscon engineered the tower and it was erected in May, 1949. This new tower-antenna team now is faithfully transmitting WMRI-FM's 33kw signal on its frequency of 106.9 megacycles . . .

*Another* **TRUSCON TOWER OF STRENGTH 336 FT. HIGH**

making more and more favorable audio impressions in north-central Indiana homes.

Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention . . . and action. There is no obligation on your part of course.

**TRUSCON STEEL COMPANY**
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

**TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS**

**Truscon Copper Mesh Ground Screen**

*Today these top-notch stations are reaching 40% more radio homes than they did in 1943—and at a lower cost per thousand. Want the proof?*

# FREE & PETERS, INC.

*Pioneer Radio and Television Station Representatives*

*Since 1932*

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

## EAST, SOUTHEAST

| | | | |
|---|---|---|---|
| WBZ-WBZA | Boston-Springfield | NBC | 50,000 |
| WGR | Buffalo | CBS | 5,000 |
| WMCA | New York | IND. | 5,000 |
| KYW | Philadelphia | NBC | 50,000 |
| KDKA | Pittsburgh | NBC | 50,000 |
| WFBL | Syracuse | CBS | 5,000 |
| | . . . . . | | |
| WCSC | Charleston, S. C. | CBS | 5,000 |
| WIS | Columbia, S. C. | NBC | 5,000 |
| WGH | Norfolk | ABC | 5,000 |
| WPTF | Raleigh | NBC | 50,000 |
| WDBJ | Roanoke | CBS | 5,000 |

## MIDWEST, SOUTHWEST

| | | | |
|---|---|---|---|
| WHO | Des Moines | NBC | 50,000 |
| WOC | Davenport | NBC | 5,000 |
| WDSM | Duluth-Superior | ABC | 5,000* |
| WDAY | Fargo | NBC | 5,000 |
| WOWO | Fort Wayne | ABC | 10,000 |
| WISH | Indianapolis | ABC | 5,000 |
| KMBC-KFRM | Kansas City | CBS | 5,000 |
| WAVE | Louisville | NBC | 5,000 |
| WTCN | Minneapolis-St. Paul | ABC | 5,000 |
| KFAB | Omaha | CBS | 50,000 |
| WMBD | Peoria | CBS | 5,000 |
| KSD | St. Louis | NBC | 5,000 |
| | . . . . . | | |
| KFDM | Beaumont | ABC | 5,000 |
| KRIS | Corpus Christi | NBC | 1,000 |
| WBAP | Ft. Worth-Dallas | NBC-ABC | 50,000 |
| KXYZ | Houston | ABC | 5,000 |
| KTSA | San Antonio | CBS | 5,000 |

## MOUNTAIN AND WEST

| | | | |
|---|---|---|---|
| KOB | Albuquerque | NBC | 50,000 |
| KDSH | Boise | CBS | 5,000 |
| KVOD | Denver | ABC | 5,000 |
| KGMB-KHBC | Honolulu-Hilo | CBS | 5,000 |
| KEX | Portland, Ore. | ABC | 50,000 |
| KIRO | Seattle | CBS | 50,000 |

*CP

XUM

## Their Atomic Interview Was Radio-Active

One of the biggest stories of the year broke Dec. 2 when Fulton Lewis, Jr. interviewed Major George R. Jordan, former air force Lease-Lend inspector at Great Falls, Mont. Major Jordan charged that Russia obtained atomic bomb secrets, plans and uranium from the U. S. in 1943 and 1944 through orders from high officials in the White House. Two investigations (by the House Committee on Un-American Activities, and the Joint Congressional Committee on Atomic Energy) were immediately started as a direct result of the broadcast.

Preceded by two months of checking of the story by Lewis and his staff (including prior reports to the FBI), the interview is one more example of the Fulton Lewis, Jr. role as a public servant, uncovering situations and getting them corrected. His program offers a ready-made audience, network prestige, local time cost with pro-rated talent cost. Though currently sponsored on more than 300 stations, there may be an opening in *your* locality.

Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).


# Agencies

**DOUGLAS MESERVEY,** former military governor of Bremen, Germany, U. S. Army, joins J. Walter Thompson Co., Hollywood, as special client contact for RCA Victor on NBC *Screen Directors Playhouse.*

**HARRY W. CALVERT,** Zimmer-Keller Inc., Detroit, for past five years, and before that with Campbell-Ewald Co., Detroit, and Cleveland office of McCann-Erickson, named executive vice president of Zimmer-Keller. **MAX DENOMMER,** with account department of Zimmer-Keller for several years, named assistant treasurer of firm.

Mr. Calvert

**KEO CURRIE,** vice president and research director of Needham, Louis & Brorby, Chicago, will retire early next month. Her position as research director will be taken by **FRED J. MITCHELL,** account executive.

**IRWIN-McHUGH Adv.,** Beverly Hills, Calif., dissolves with separation of principals. **PHIL D. McHUGH** opens separate offices at 211 S. Beverly Dr., taking with him **J. F. O'CONNOR,** Lincoln-Mercury dealers account executive. **GEORGE IRWIN** continues at 239 S. Beverly Dr., with firm after Jan. 1 to be known as Irwin Co. Inc. He retains all other agency personnel and most local radio accounts.

**JOSEPH R. DALY,** formerly with John A. Cairns Inc., New York, named account executive and supervisor of merchandising and sales planning at Doyle Dane Bernbach Inc., New York.

**RALPH D. HERBERT,** for past 15 years active in radio as program director and station manager, joins staff of Ross Jurney & Assoc., Salt Lake City, as account executive in charge of radio.

Mr. Herbert

**JACOB H. GEISE,** treasurer of Young & Rubicam, New York, named vice president in charge of finance. **HARRY H. ENDERS,** formerly secretary and assistant treasurer, becomes treasurer of agency retaining his position as secretary. **GEORGE FARRAND,** member of accounting department, named assistant secretary, and **M. WRAY WITTEN,** member of executive department, named controller.

**WILLIAM E. JONES,** director of radio and television for Henri, Hurst & McDonald Inc., Chicago, resigns effective Dec. 31 to operate as independent program package producer and consultant in radio and TV with headquarters in Chicago. He is succeded by **JOHN SCOTT KECK.** Henri, Hurst & McDonald will officially open new offices on 24th, 34th and 35th floors of La Salle-Wacker Bldg., on Jan. 3.

**GEORGE BALTERMAN,** formerly advertising manager of Schenley Distributors Inc., joins executive staff of Storm & Klein Inc., New York.

**LYN GROSS,** formerly advertising manager of Montague-Harris & Co., San Francisco, joins media department of Biow Co., same city.

**SATN WAYTE** Agency, Regina, Sask., enfranchised as an advertising agency by Canadian Assn. of Broadcasters.

**HARRY HOBBS,** timebuyer with Dancer-Fitzgerald-Sample, New York, resigns effective immediately. He is understood to be planning to go into his own business. No replacement yet named.

**DAN McGUIRE,** former sports editor of Oakland *Post Enquirer,* joins staff of Chris Lykke & Assoc., San Francisco.

**FRANK SMITH,** vice president of Benton & Bowles, New York, elected to board of trustees of Packard Junior College. He is account executive on various Procter & Gamble brands.

**J. EVERETT PALMER** named radio director of Walsh Adv. Co. Ltd., Toronto. **CHARLES D. TRUMAN,** with Mr. Walsh, will head television department of agency. **GEORGE E. HOWARD** joins agency as radio account supervisor.

**MARTIN OECHSNER,** former director of editorial and advertising promotion at *Collier's* magazine, joins Ruthrauff & Ryan Inc., New York, as account executive.

**ELLIOTT WOLF,** formerly classified advertising promotion manager of Los Angeles *Examiner,* joins Smith & Bull, Los Angeles, as consultant.

**STEVENSON & SCOTT Ltd.,** Montreal, moves offices to 1260 University St.

XUM

Heads turn, too, on Oklahoma highways where these handsome four color 24-sheet boards greet passersby! This is another example of the aggressive promotion which helps keep KVOO, *Oklahoma's Greatest Station.* To reach and *sell* more people at lower cost . . . year in and year out . . . use KVOO, the leader, year in and year out!

50,000 WATTS ON 1170 KC
KVOO
TULSA
OKLAHOMA'S GREATEST STATION

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

NBC AFFILIATE

THESE
6 Stations
Build Sales
for You . . .

WGAL
WGAL-TV
Lancaster, Pa.

WORK
York, Pa.

WRAW
Reading, Pa.

WKBO
Harrisburg, Pa.

WEST
Easton, Pa.

Clair R. McCollough, Managing Director
Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago
NBC AFFILIATES
STEINMAN STATIONS

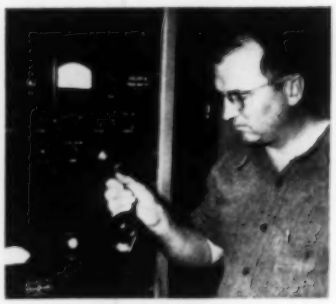
# Feature of the Week

WHEN a station is picked on by gunmen the best way it can fight back is to broadcast the incident and thus let the whole town know about it a few minutes after the holdup happens.

That is what occurred Nov. 26 in Amarillo, Tex. Quick thinking by Chief Engineer Browning A. Clopton, KLYN Amarillo, set sirens wailing on the trail of three notorious fugitives, James Farris and the Rader twins, minutes after the holdupmen stormed the station's transmitter building, tore out telephone lines, stole Mr. Clopton's automobile and raced toward town.

Without hesitation, alert Mr. Clopton broke in the CBS show, *Borden's County Fair*, reporting that he had been robbed and his car stolen. He also supplied detailed information as to which route the bandit trio was taking. Shortly after the dramatic message was flashed over KLYN, the Rader twins and James Farris, were objects of a wide dragnet laid over the area by the police. A few hours later, the men were captured in downtown Amarillo.

The bandits, who had escaped from the County Jail three days earlier, had been the choice public enemy plums sought by the local police department, the sheriff and the Texas Rangers.



*Mr. Clopton holds phone pulled from wall by gunmen.*

* * *

KLYN noted that soon after Mr. Clopton's plea was broadcast, the station, the police and the sheriff's office were swamped with hundreds of telephone calls from law-abiding citizens who wanted to relay the SOS they heard break into the network program.

# On All Accounts

TOM BROWN of Harvard is no fictional hero of a childhood classic to members of the advertising fraternity in New York. In fact, the only conceivable similarity between Cambridge-educated Thomas Brown Jr., vice president of C. E. Hooper Inc., and his literary namesake is the somewhat similar and improbable pattern of success that attended both of them.

A year after receiving his law degree at Harvard, the youthful Mr. Brown was invited to join one of the nation's largest advertisers, American Home Products, to assist in setting up the legal department.

Inevitably his talent and enthusiasm spilled over into spheres other than the law. He became an administrative force in the organization and only four years removed from law school he was appointed, in 1941, vice president and general manager of Anacin, a division of American Home's Whitehall Pharmacal Co.

Four years later he was named secretary and general counsel for the present company, American Home Products.

TOM

In November 1945, he was offered and accepted a post with Dancer-Fitzgerald-Sample, the agency which handled much of Whitehall's advertising budget. He joined DFS as executive assistant to H. M. Dancer, president. A few months later he was named general manager of the radio department.

In December 1947, Mr. Brown resigned from the agency to take over the presidency of the Radio Council of National Advertisers. He remained head of that organization until its dissolution this year.

Last February he was named to his present post with C. E. Hooper. One of the keystones of the firm, he is concerned with the sale of the rating service to national advertisers.

Mr. Brown makes his home in Summit, N. J. He has three children, Thomas III, 13, Valerie 9, and Stephanie 5 years old.

Athletic by nature, his hobbies are boating, swimming and tennis, although at school he played football and managed the boxing team.

Club-wise, he holds active membership in the Harvard Club and the Kex Club.

"VIC" DIEHM says:

IT TAKES ALL KINDS of SPONSORS
to make a Station Manager Happy!

But I love 'em all!

for further endearment write to Vic Diehm c/o

WAZL
HAZLETON, PENNA.
REPRESENTATIVES:
Robert Meeker Associates
521 Fifth Avenue, New York City 17, N.Y.

# Milestones

▸ Gayle V. Grubb, general manager KGO-AM-TV San Francisco, celebrated his 25th year of broadcasting last week. He entered radio at KFAB Lincoln, Neb., in 1924, leaving there in 1928 to work with WKY Oklahoma City where he remained for 17 years. He joined KGO in 1945. Under his guidance, station increased its power to 50 kw in December 1947 and last May its TV affiliate went on the air.

▸ First anniversary of KOB-TV Albuquerque, N. M., was celebrated Nov. 29.

▸ KFUO Clayton, Mo., observed its silver anniversary Dec. 4 with a public service broadcast in the auditorium of Concordia Seminary, St. Louis.

▸ Dec. 10 marked the 27th birthday of WDRC Hartford, Conn. Station was founded by Franklin M. Doolittle, who now is its president.

▸ Ten years of broadcasting are being celebrated this month by KXOX Sweetwater, Tex.

▸ Card telling in biblical style the story of WREL Buena Vista, Va., was distributed to announce station's anniversary of its first year of operation, Nov. 14.

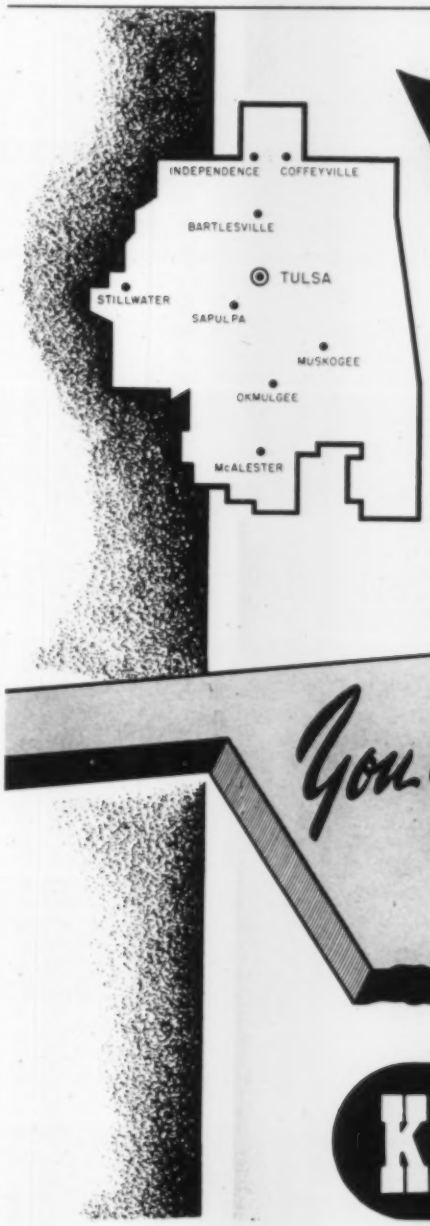
▸ Jack Swift, KDKA Pittsburgh news chief, began his sixth year of newscasting for C. F. Mueller Co. with the signing of a 52-week contract late last month. Staff Announcer Paul V. Shannon of KDKA completed ten years' service with the station Nov. 16.

▸ Second year of writing and narrating *History in the Making* for WBRK Pittsfield, Mass., in-school listening project, has been celebrated by Leon C. Beeler, news chief at WBRK.

▸ Twenty-three years as a radio announcer were observed in November by Maury Rider, now chief announcer and production manager of KIRO Seattle. He started with KIT Yakima, Wash., in 1926. In 1923 he had been heard on the air in Seattle as a tenor in a quartet.

▸ Dave Edelson, who aided in organization of eight Chicago-area stations, observed 27 years of broadcasting activity Nov. 15. President of Commercial Broadcasters and vice president of WMOR (FM) Chicago, Mr. Edelson helped organize the former WTL Chicago in 1923 and WTAS Chicago. He held positions as station director of WTAY Oak Park, Ill. (now WGES Chicago), manager of WSBC Chicago, vice president and director of WEDO Chicago, and announcer and salesman at WJKS Gary (now WIND Chicago). For eight years he was Illinois State radio director under Gov. Dwight Green.

**MILESTONE** celebration of Chicago & North Western Railway's 4,000th broadcast of *400 Hour* on WMAQ (NBC) Chicago was occasion of luncheon attended by network, agency, sponsor and program officials. Norman Ross and Pat Gallicchio (standing, l to r), emcees on the five-weekly 6-6:55 a.m. program, receive watches from I. E. Showerman (seated, c), vice president of NBC Central Division. Also present are F. G. Fitz-Patrick (l), vice president of railroad, who received a plaque from NBC, and Ralph N. Hartsing (r), president of Caples Co., agency.


the LARGEST portion

of Eastern Oklahoma's $1,000,000,000 "buying income" market is covered effectively by . . . . . .

KTUL

*You don't need more. Why take less?*

KTUL TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC.
Radio Station Representatives
JOHN ESAU, *Vice Pres. & Gen. Mgr.*

# *Business, Buyers*

# and

# BROADCASTING

## *A Statement by the Publisher*

BOOKS soon will be closed on 1949. It has been an eventful year in world power politics, in national affairs, in science and industry—all interwoven into this atomic era.

And it has been a momentous year for radio—the mass radio media.

When 1949 began, radio was afflicted with jumping jitters. There was alarm about television, unrest about business, and what many saw as an inevitable depression. Competition was becoming keener. A few ran for cover.

What actually transpired hasn't greatly disturbed radio's equilibrium, service-wise or economically. There have been intramural stresses, but the art and industry expanded its horizons. Instead of losing business, 1949 actually will show another overall increase.

Back in 1931, when BROADCASTING was founded, there were 600 stations, many splitting time. Radio's gross was $56 million. There were 15 million sets and the payroll didn't exceed 2,000 souls.

Today—more than 18 years later—there are nearly 3,000 operating stations (2,000 AM, 740 FM, just short of 100 TV). Radio's gross (with TV) will eclipse $600 million. The number of sets exceeds 85 million, and total employment (without regard to manufacturing) surpasses 35,000.

In 1931—when that 1929 depression was scraping bottom—BROADCASTING made its bow as a semi-monthly, dedicated "to the American system of free, competitive and self-sustaining radio enterprise."

That original concept of our obligation to the art and business of broadcasting has never been altered. Our staff has grown from 6 to 60; our offices from one to five; our circulation from scratch to better than 15,000 *paid*. Our display lineage each year has increased, and each year has aggregated more than the total business of all other radio journals combined.

After a decade as a semi-monthly, BROADCASTING (which then used the sub-title *Broadcast Advertising*) in 1941 began weekly publication, in tempo with radio's steady advancement as the greatest and the only true mass medium.

BROADCASTING's headquarters from the start have been in Washington. Our thesis then was that radio was not show business *per se;* that it was a combination of the theatre, the newspaper, the school, the church, but with a more intimate and penetrating voice than any of them. Hence, American radio

was not typified by New York or Chicago or Hollywood. It was Main Street, U. S. A.

We have never changed that view. Television's spectacular advent does not change it. TV is imbued with show business to a greater degree, perhaps, than radio, but the underlying thesis is the same—Radio (or TV) by The American Plan.

Back in 1931, when BROADCASTING's circulation was a few thousand, our display advertisers found that it reached for them most of those who placed the radio business on the stations of the nation. The record is replete with their success stories. This didn't just happen. It accrued through reader confidence in an all-inclusive, independently owned trade journal devoted solely to the interests and welfare of broadcasting and broadcast advertising. Our clients knew then and know now that BROADCASTING has no alliances with any other medium or any publication; no outside or absentee ownership or special interests.

BROADCASTING did not succumb to press-agentry. It fought radio's battles where it found them.

Today, with more than 15,000 *paid* subscribers, BROADCASTING-Telecasting to a greater extent than ever before, reaches the top decision-makers in the business of broadcasting and telecasting. More than one-third of its paid circulation reaches radio advertisers and advertising agencies—the *influential concentration* of buying power.

Many of radio's decision makers were weaned on BROADCASTING—as announcers, or salesmen or page boys or engineers, as mail clerks or secretaries at agencies. The newer generation—if they attended journalism or radio courses at top universities—used BROADCASTING as mandatory text.

BROADCASTING-Telecasting has the greatest concentration of readership among radio-minded advertisers and agencies. Its circulation (15,438 paid) is the largest among radio trade papers. Its renewal rate (82.61%) probably exceeds that of any business paper. Its advertising renewal percentage (86%) is unequalled in the tradepaper field; and its annual business volume (nearly 5000 pages) apparently exceeds that of all radio journals combined.

These factors, we believe, converge to deliver to BROADCASTING's advertisers more people responsible for spending the radio dollar than any other trade medium.

We of BROADCASTING are not unmindful of our responsibility. We gratefully acknowledge the wholehearted cooperation and endorsement given us by all segments of broadcasting and broadcast advertising during nearly two decades of publication. Those decades have seen the flowering of broadcasting as the most vital and most important medium of all time; the next decade will witness TV's matriculation, not as a replacement of *sound* radio, but as a companion medium.

We of BROADCASTING—all 60 of us—hope that we have contributed in some small way to the wholesome emergence of the mass radio media. During these past years we've had lots of fun and not a few troubles. We have made many friends and some enemies. We have been shot at from all sides, but seldom hit. We have called them as we've seen them, irrespective of size, scope, or station.

So, as we round the bend into 1950, we of BROADCASTING-Telecasting again pledge ourselves to unremitting support of the mass radio media, by *The American Plan of Free, Competitive Enterprise.*

All good wishes,

Sol Taishoff

EDITOR AND PUBLISHER

**BROADCASTING • *TELECASTING***

WASHINGTON NEW YORK CHICAGO HOLLYWOOD TORONTO

# Open Mike

*(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)*

## Likes NARBA Editorial

EDITOR, BROADCASTING:

Congratulations on your editorial "AM Alive or NARBA Dead." Also, congratulations on your complete coverage of Thursday's fireworks at Montreal.

*Chas. Crutchfield*
*V. P. & Gen. Mgr.*
*WBT Charlotte, N. C.*

* * *

## Thanks from WCAU-TV

EDITOR, BROADCASTING:

. . . I want to express . . . the thanks of everyone here at WCAU-TV for that wonderful story in the Nov. 21 issue. . . .

. . . I never realized before how many people read BROADCASTING. The acknowledgements and response have been overwhelming, and the story certainly excited a lot of interest in the trade. . . .

*Robert N. Pryor*
*Promotion Manager*
*WCAU-TV Philadelphia*

* * *

## Boys Will Be Boys . . .

EDITOR: BROADCASTING:

Since you are so cooperative and so favorably disposed toward P. I. deals, I'm gonna let you and your magazine in on the slickest, surefire, money-maker devised to date.

All you have to do is to print a double-page spread (or two) advertising the merits of our P. I. Baby Pills, guaranteed to produce for expectant mothers a baby of any sex they desire—they just take pink pills for a girl—blue ones for a boy, and they get their money back if the P. I. Pills don't work.

You see, of course, that we are bound to hit it right at least half the cases, and so we pocket half the loot, with your illustrious magazine collecting TWO percent of the net. You'll be simply rolling in cash. (Money, too.) And all this for a mere speck of effort and expense on your part.

Incidentally, when the ads are ready, send me a couple large leather money-sacks with your return address on them, so as not to delay the pay-off.

*Expectantly yours,*
*Bob Mager*
*WOUI-FM*
*Ohio U., Athens, Ohio*

P. S. Hope you have detected the tongue-in-cheek, and also that the above is just another way of expressing approval of your man-size policies toward P. I. Keep up the good work. Most of us are on your side.

**[Editor's note: Roger!]**

* * *

## Radio News Problems

EDITOR, BROADCASTING:

In reference to your editorial, "The Newsman's Niche," in the Nov. 28 issue of BROADCASTING, I'm not quite sure if you've helped or hindered the problems of radio news, and the men responsible for its gathering, editing, rewriting and airing. . . .

. . . To my mind it's the job of the station manager to employ personnel capable of doing a job. They are available. But not in the form of glorified announcers—men who "Rip and Read." They are to be found in the ranks of the "combination men." Men who have perhaps been schooled in journalism in college, and then have gone either directly into radio newsrooms, or into radio news via the newspaper. . . .

. . . Can you blame the radio news director for wanting what you

*(Continued on page 46)*

## Radio's Story

WMIL Milwaukee feels it's time that radio quit "hiding its light under a bushel" and it has taken radio's story directly to its listeners. Every hour, all day long, station airs spot announcements pointing up medium's selling power, Jerome Sill, WMIL general manager, reports. Typical are these questions: "Do you know how radio helps sell more goods—cheaply—to bring prices down? . . . How quickly and completely radio advertising helps a merchant tell his story? . . . How little radio advertising costs? . . ." WMIL points out radio costs a merchant "as little as a 50th of a cent per listener" and that as many as 28,000 different people listen at the same moment to the same WMIL program.

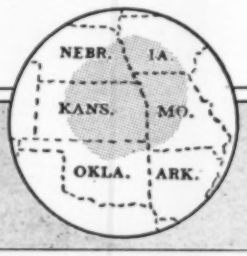
YOUR sales, brother! If your product can be used by the 1,202,612 farm folks in WIBW-land* we can build bigger sales for it.

SALES of pigs, wheat, corn, eggs, and dozens of other high profit crops have raised the Kansas farmer's level of living 35% above the national average.

COUNT on RESULTS because WIBW is the *preferred* farm station of these big-buying farm families. For over 25 years, they've given buying preference to WIBW advertised products. Let us start them giving preference to YOURS.

** Kansas and adjoining states.*

**W I B W**



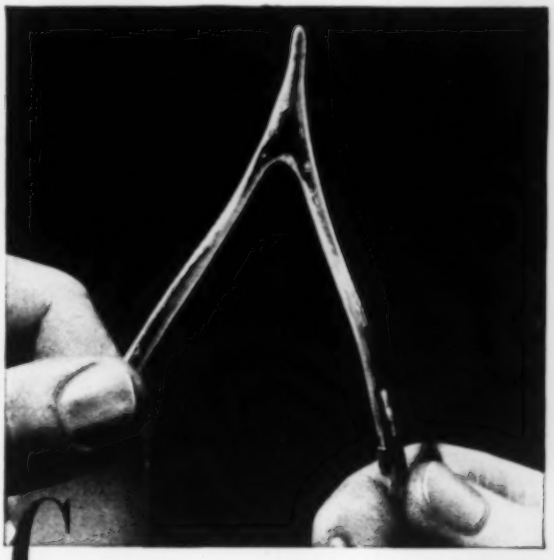

SERVING AND SELLING
**"THE MAGIC CIRCLE"**
WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

ALL THE HORSESHOES in Santa Anita won't guarantee good luck to a Coast campaign based upon a "plus market" that actually doesn't exist. So be sure to keep an eye on the superstition that only *one* network reaches most of the Coast towns outside the big cities.

BASE YOUR BUY ON BMB and you won't need a rabbit's foot to bring you extra value in Pacific Coast radio. BMB shows that ABC delivers 96.7% coverage of the entire Coast...big markets and small, from little Lemoncove in the Sequoia's shadow to bustling Long Beach.



CHECK UP WITH AN ABC representative if you want to "get lucky" in Coast radio. You'll learn that 22 stations on ABC's Coast network are strategically located to cover not *only* smaller towns outside metropolitan centers, but the big buying, big city audiences, too.

# On the coast you can't get away from ABC

**FOR COVERAGE**... ABC's booming Pacific network delivers 228,000 watts of power—44,500 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of *all* Pacific Coast radio homes.

**FOR COST**...a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

**Whether you're on a coast network or intend to be—talk to ABC**

## ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza · Circle 7-5700—DETROIT: 1700 Stroh Building · CHerry 8321—CHICAGO: 20 N. Wacker Drive · DElaware 1900—LOS ANGELES: ABC Television Center · NOrmandy 3-3311—SAN FRANCISCO: 155 Montgomery St. · EXbrook 2-6544

"Interested in Shapes?"

Then take a look at WHTN'S .5MV. contour

WHTN's .5 mv/m contour wraps up the rich Huntington market better than that of *any other station,* regardless of power. Cost is lower, too. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market . . . $300,000,000 in retail sales . . . then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION

AM WHTN FM

800 KC 1,000 WATTS 100.5 MC 53,000 WATTS

**HUNTINGTON, W. VA.**

For availabilities, rates and other information, wire, write or phone

**PACE-WILES, INC.,**
Advertising
Huntington, West Virginia
*National Representatives*

# New Business

**GNOME BAKERIES,** New York (pre-baked rolls and breads), appoints Lester L. Wolff Inc., also New York, to handle its advertising. Agency plans for radio and television still nebulous, but Eastern market will be used. Campaign calls for use of spots at first, with possible addition of shows to promote product.

**FREDERICK & NELSON,** Seattle department store, launches concentrated Christmas season campaign including four to five spots daily on KIRO and KOMO Seattle, plus five-a-week sponsorship of Sheelah Carter newscast on KJR Seattle [BROADCASTING, Nov. 28]. Agency: Hiddleston, Evans & Merrill, Seattle.

**HUDSON DEALERS,** New York metropolitan area, composed of 88 dealers, name Klores & Carter, New York, to handle advertising. Dealers will sponsor *Easy Aces,* Wednesday, on WABD (TV) New York starting Dec. 14 and Ridgewood Grove boxing show, Saturday, 9-11:30 p.m. on WPIX (TV) New York, beginning Jan. 7.

**CHAMBERS MANUFACTURING Co.,** New York, appoints DuFine-Kaufman, New York, to handle advertising for its Duro-Flex watch bands. Plans not set, but include strong possibility of television.

**CHICAGO WESTERN Corp.** (Pinafore Chicken) begins TV campaign early in the year with one-minute film commercials in about 10 markets through Phil Gordon Agency, Chicago. Frequency of spots will vary. **JOHN GILLIS** is account executive.

**GANELES-LENGER WINE Corp.,** New York, through its agency, Parkin-Wilbur, also New York, planning extensive advertising campaign for its kosher wines, to start in January and continue through March. Drive includes current spots on WEVD and WBNX both New York, and 15 minute video program that agency is developing to place on one New York TV station, and possibly one Philadelphia station. Television show also will be submitted by agency to advertisers of other kosher products for participating sponsorship.

**HOLLYWOOD TELEVISION PRODUCTIONS,** New York, producers of films for television, training programs and public relations motion pictures, appoints Durk Advertising Agency, New York, to handle its advertising.

**MOHAWK CARPET Co.,** sponsor of **Morton Downey** and **Roberta Quinlan** on NBC-TV, switches Miss Quinlan from Tues. and Thurs. 7:30-7:45 p.m. spot to Mr. Downey's Mon.-Wed.-Fri. spot, at same time, dropping Downey program. George R. Nelson Inc., Schenectady, N. Y., is Mohawk agency.

**WM. WRIGLEY Jr. Ltd.,** of Canada, Toronto (gum), will start *The Cisco Kid* on 30 Canadian stations early in 1950. Agency: J. Walter Thompson Co., Toronto.

**ARWELL Inc.,** Waukegan, Ill. (sanitation engineers), appoints Schoenfeld, Huber & Green, Chicago, as agency. Plans include use of radio next year.

**NEW YORK'S BANK FOR SAVINGS,** 130-year-old institution, enters first radio venture in its history with purchase of daily quarter-hour on WMCA New York, as test campaign. Contract, to start Jan. 9, calls for 15-minute across-the-board participation in *Top Tune Time* program, 1:15-1:30 p.m. William Irving Hamilton Inc., New York, is agency.

**NAT PATERSON MOTORS, JACKSON MOTORS** (DeSoto dealers) and **NEW YORK TECHNICAL INSTITUTE Inc.,** all New York, sponsor Saturday night wrestling on WABD (TV) New York. Agency: Moss Assoc., New York.

**MacFEETERS CREAMERY,** Toronto (Golden Bar butter and cheese products), starts spot announcements on number of Ontario stations, marking company's initial use of radio. F. H. Hayhurst Co. Ltd., Toronto, is agency.

## Network Accounts • • •

**KELLOGG Co.,** Battle Creek, Mich., through its agency Kenyon & Eckhardt, New York, will sponsor *Mark Trail,* 15 minute five-time-weekly show [CLOSED CIRCUIT, Nov. 22]. Network and time will be announced shortly. Company has dropped sponsorship of *Mother Knows Best* which was heard on CBS's Pacific Coast Network and on WCBS New York.

## Adpeople • • •

**GEORGE DURAM,** media director of Lever Brothers Co., New York, is the father of a boy, George Thomas Jr., born Nov. 29.

KPRC
Top station in HOUSTON

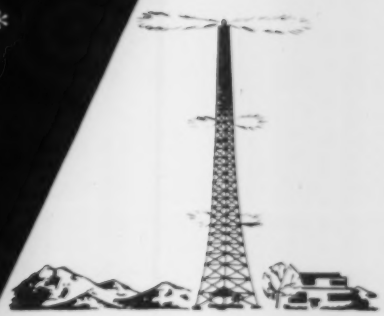
First IN BMB
IN HOOPER
IN THE SOUTH'S FIRST MARKET

To sell Houston and the great Gulf Coast area
Buy KPRC
*FIRST in Everything that Counts*

KPRC
HOUSTON
950 KILOCYCLES - 5000 WATTS
NBC and TQN on the Gulf Coast
Jack Harris, Gen. Mgr.

Represented Nationally by Edward Petry & Co.

# a COMPLETE LINE of CAA APPROVED* TOWER LIGHTING EQUIPMENT BY Andrew



## Designed for Dependability . . . Immediate Delivery . . .

**300 MM CODE BEACON, Type 660.** Sturdily constructed, completely dependable. To provide steady, uninterrupted service for many years of exposure to rigorous weather conditions, metal parts are made of cast aluminum with hardwear of corrosion resistant bronze. Insects are kept out by screens placed in ventilating openings.

**ISOFORMERS, Types 2015 and 2030.** Interlocking ring, air-insulated lighting transformers; particularly adapted for use with towers that develop a high voltage across the base insulator.

**REPLACEMENT LAMPS,** for code beacons and obstruction lights. Carried in stock in variety of filament voltages.

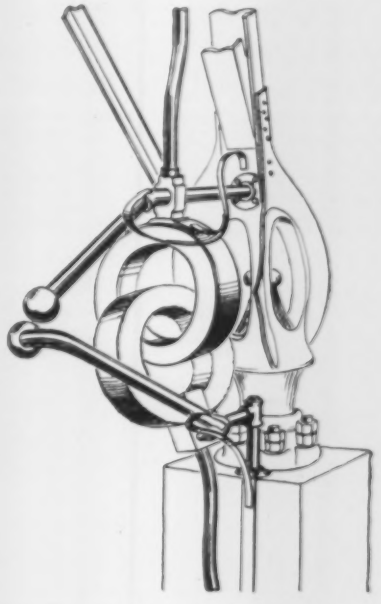
**LIGHTING FILTERS,** for use with insulated towers developing moderate voltages above 1 MC. Models available unhoused or in weatherproof steel housing.

**BURNOUT INDICATORS,** to show lamp failure.

**PHOTOELECTRIC CONTROL SWITCHES,** to turn tower lights ON and OFF.

**FLASHERS,** for code beacons.

**COMPLETE TOWER LIGHTING KITS,** including conduit, wire, and all fittings for towers of any height.



**SINGLE (Type 661A) and DOUBLE (Type 662A) OBSTRUCTION LIGHTS.** Easy to service, rugged, reliable. To replace burned out lamps, just loosen one thumb screw and open the two piece cast aluminum housing.

*Write for descriptive bulletins or further information—today.*

**CAA approvals cover only lighting fixtures themselves. Associated equipment is not subject to CAA regulations but more than meets all local regulations.*

Andrew CORPORATION
361 EAST 75th STREET · CHICAGO 19

ANDREW

WORLD'S LARGEST ANTENNA EQUIPMENT SPECIALISTS

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT · ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT · CONSULTING ENGINEERING SERVICES

# One network...

## healthy, wealthy, fast-g

**DON LEE alone reaches 99.8% of West Coast radio families!**

The DON LEE Network covers the whole West Coast . . . both the "Inside" metropolitan centers and the 5,675,000 consumers *outside* the big cities. *Only* DON LEE blankets this "Outside" market . . . using twice as many "outside" stations as all other networks combined!

As West Coast buyers know, the DON LEE-owned stations in the two key markets of the Coast, KHJ, Los Angeles and KFRC, San Francisco, represent top spot advertising values. DON LEE collects listeners *and keeps them* with fine DON LEE programs. Again and again these loyal listeners pay off in profits for the many advertisers collected by JOHN BLAIR during 12 years of aggressive representation! Today, as always, DON LEE is the outstanding radio buy on the Pacific Coast . . . as any JOHN BLAIR man will gladly prove. Ask him!

DON

WILLIAM D. PABST
Vice President and Manager
KFRC, San Francisco.

EDWARD K. KEMBLE
Station Manager—KDB, Santa Barbara.

F. D. IDE
Station Manager—KGB, San Diego.

*Mutual*

**DON LEE**

**BROADCASTING SYSTEM**

XUM

# .. DON LEE delivers you this

## st growing share of the U.S.!

LEWIS ALLEN WEISS
Chairman of the Board, Don Lee Broadcasting System.

WILLET H. BROWN
President and General Manager, Don Lee Broadcasting System.

WARD INGRIM
Vice President in Charge of Sales, Don Lee Broadcasting System.

## ON LEE - represented for 12 years by

# JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

OFFICES IN CHICAGO, NEW YORK, DETROIT
ST. LOUIS, SAN FRANCISCO, LOS ANGELES

XUM

# COMPARE

COST PER THOUSAND **HOMES**
6:00 - 6:10 P.M. . . . MONDAY THRU FRIDAY
FOR ALL CLEVELAND REGIONAL NETWORK STATIONS

| 6:00 - 6:10 P.M. | WHK | NET. B | NET. C |
|---|---|---|---|
| HOOPERATING AVERAGE (1.) | 5.3 | 6.2 | 5.1 |
| HOMES Primary Area (2.) | 952,244 | 874,385 | 705,393 |
| HOMES Reached Daily (3.) | 50,469 | 54,212 | 35,975 |
| COST FOR 10-MINUTE PROGRAM (Max. Discount) | $60.75 | $91.13 | $72.04 |
| COST PER THOUSAND HOMES | $1.18 | $1.68 | $2.00 |

AVAILABLE M.-W.-F. - SEE YOUR RAYMER REPRESENTATIVE ABOUT THE "6:00 P.M. NEWS"

*(1) Hooper—Fall-Winter 48-49*
*Winter-Spring 48-49*

*(2) Based on coverage patterns on file with the FCC; and Homes, Sales Management Survey of Buying Power, 1949*

*(3) Projected rating for primary area*

**WHK**
The Paul H. Raymer Co.
National Representative

BROADCASTING
TELECASTING

Vol. 37, No. 33 WASHINGTON, D. C., DECEMBER 12, 1949 $7.00 A YEAR—25¢ A COPY

# NARBA RECESS

## *Meeting Collapse Averted; Four Month Hiatus*

STALEMATED and tense, the Montreal NARBA conference narrowly averted collapse last Thursday by approving a four-month recess after the U.S. refused to yield on channel concessions demanded by Cuba [BROADCASTING, Dec. 5].

The sessions broke up Thursday night without action on station assignments that are in dispute, but with these plans fixed:

● U. S. and Cuban delegations will confer in Havana starting Feb. 1 in an effort to iron out broad differences on the island nation's assignments, which had threatened to wreck the conference.

● The NARBA conference itself will then resume in the U. S. on April 1 to continue the negotiations which got under way three months ago.

The recess came after a day of chaotic sessions highlighted by a new Cuban proposal on interim action which, authorities maintained, would have tied FCC's hands against virtually any assignments until a new treaty is reached.

The U. S. delegation had rejected Cuba's terms for ether peace earlier in the week—on instructions from the State Dept. overriding a 4-to-1 recommendation of the FCC. Even before this action became known, Cuba on Monday offered a "corrected" copy of its earlier demands, watering down many of the proposals which previously had been represented as "the minimum" (see story and list of changes, this page).

Submission of the modified demands, coupled with the last-minute proposal on interim handling of assignments, brought the Commission about-face and lined it solidly with the State Dept. in opposition to the Cuban plan.

FCC Comr. Rosel Hyde, head of the U. S. delegation, advanced the recess plan at an 11 a.m. meeting Thursday. At that time, observers said, Cuba appeared inclined to go along with other nations in general observance of the terms of the expired NARBA, pending agreement on a new treaty.

In subsequent sessions, however, Dr. Jose R. Gutierrez, head of the Cuban delegation, reportedly told the conference that Cuba could not return to the old NARBA but indicated she would attempt to maintain the status quo—that is, not go beyond assignments already made.

### Cuba's Intent

Dr. Gutierrez reaffirmed Cuba's desire for a treaty and said she would notify signatory nations of any assignments made and would try not to jeopardize the chances of reaching an ultimate agreement.

Mr. Hyde previously had voiced U. S. willingness, during the interim, to abide by the old NARBA terms "on a reciprocal basis" with any nation which would take the same course.

Canada and the Bahamas reportedly indicated they would make assignments in conformity with the expired treaty, while the Dominican Republic was said to have held it must continue existing assignments (which include 1040 kc, 1-A clear channel used by WHO Des Moines) rather than return to the old agreement.

While the Feb. 1 U. S.-Cuba sessions were fixed definitely for Havana, the site of the full conference resumption on April 1 was not determined except that it will be in the U. S. Presumably the April 1 date would be delayed if the U. S. and Cuba were unable to reach agreement in Havana, but authorities felt the two countries would be able to come to terms in two months if at all.

All non-technical parts of the treaty were agreed upon in the Montreal sessions. But the allocations and other engineering phases —the most vital portions—remain to be worked out in next Spring's deliberations.

The State Dept's decision to reject the Cuban demands over-rode a 4-to-1 vote of the FCC, technical advisors of the department, recommending acceptance of the proposal for the sake of securing a treaty.

Broadcasters' protests, coupled with strong objections from Capi-

*(Continued on page 40)*

## *Revised List of Cuba's Demands*

* * *

REVISED list of Cuban channel demands, showing reductions in requested power on many channels, particularly below about 1200 kc, was presented officially to the NARBA conference last Monday.

The new list was entered as a "correction" to the "minimum" demands submitted to the U. S. delegation the previous week [BROADCASTING, Dec. 5].

The revisions apparently contemplate possible reclassification of some of the assignments which the earlier proposal had designated as Cuban 1-A's. On this point, however, observers found the new plan hard to interpret.

One of the most drastic "reclassifications" indicated on the list involved 950 kc, the regional channel now used by KPRC Houston. Earlier, Cuba proposed to use the channel as a Cuban 1-A, threatening to increase power to 10 kw unless KPRC satisfactorily reduced radiations toward Cuba. In the new list, the 10-kw maximum power proposal is continued but the channel is shown as Class 2 rather than Class 1.

In the case of 590 kc Cuba had also proposed Class 1-A use and anticipated operation with 50 kw power, which would affect at least half a dozen U. S. regional stations. The revised list, however, anticipates Cuban use of the channel as either Class 1-A or 1-B, with 25 instead of 50 kw.

Although most changes in Cuba's proposals for the lower end of the band were in the form of reduc-

*(Continued on page 41)*

# GIVEAWAYS GOING THIS A'WAY ↓

GIVEAWAY programs—a generic term almost as loose as the pocketbooks of people who broadcast them—last week appeared to be settling into the niche in radio they may be expected to occupy for some time, assuming, of course, impending U. S. court action does not put them out of business.

An analysis by BROADCASTING of the state of radio network giveaways now as compared with a year ago showed that there were fewer on the air, that of those remaining some had gained and others lost in popularity. The record would not be unlike that of almost any other kind of radio programming.

As of last week the four major radio networks were broadcasting a total of 31 giveaways, 10 fewer than were throwing money around a year ago. ABC—which has been faster with a buck than most other networks since the beginning of the craze—still had 12 of the programs. CBS and NBC had seven each. Mutual had five.

A year ago the network count was in about the same ratio: ABC 18, CBS 9, NBC 8 and MBS 6.

Of the 31 giveaways now on the air, 21 were on a year ago. Of the 20, the popularity ratings of eight have improved in that time. The ratings of 13 have fallen.

### Wit and Nitwit

The program enjoying the biggest rating increase was *Groucho Marx*, who went up 6.8 Hooper points. The rating improvement may be largely attributed to the transfer of the program from ABC to CBS at a better time. It may also be speculated that his listeners admire the attitude that Mr. Marx has toward contestants on his program. He is unable to conceal his belief that all of them are nitwits.

The giveaway that suffered the greatest decline in popularity was *Stop the Music*, the big noise with which ABC drowned out NBC's Fred Allen. A year ago *Stop the Music's* Hooperating was 16.9, in the latest ratings it was 10.6. It is perhaps partly because of this cheering news that Mr. Allen has been reportedly considering emerging from his retirement.

**There Should Be A Smile Here**

Among giveaways which were introduced less than a year ago,

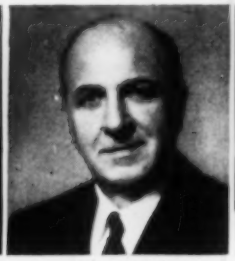
*(Continued on page 41)*

## Among Stockholders in New Cunningham & Walsh

Mr. Fowler

Mr. Strobridge

Fred H. Walsh



Mr. Reydel

Mr. Maloney

* * *

# NEWELL-EMMETT To Dissolve; New Agency Set

NEWELL-EMMETT Co., New York, with a $26 million annual billing and a strong user of radio and television, will dissolve its partnership on Dec. 31. A corporation to be known as Cunningham & Walsh Inc. is being formed to carry on the business.

The incorporating stockholders will be present Newell-Emmett partners, John P. Cunningham, George S. Fowler, William Reydel, Richard Strobridge, Fred H. Walsh, Earl H. Ellis, G. Everett Hoyt and Robert R. Newell.

Clarence D. Newell, who founded the Newell-Emmett Co. in 1919, and Clifford S. Walsh, an original associate, are retiring from business and will have no financial or other interest in the new company.

Thomas J. Maloney, a partner of the firm since 1942, when he merged his own agency with Newell-Emmett, told BROADCASTING on Thursday that he would become a member of Cecil & Presbrey and an executive officer, effective Jan. 3, 1950. Mr. Maloney at Newell-Emmett was a partner in charge of public relations and merchandising and co-partner in charge of radio and television. He will be joined at Cecil & Presbrey by a number of his present staff, he said.

He is expected to make an announcement about some of his clients this week.

### Originally Formed in 1919

Newell-Emmett Co. originally was formed as a corporation in 1919 by Clarence D. Newell and Burton Emmett, both formerly with Frank Seaman Advertising Agency as secretary and account executive, respectively. The executives formed the new agency with the Liggett & Myers account which formerly had been handled by the Seaman agency.

Other Seaman executives who resigned to join the newly established Newell-Emmett at that time were Mr. Reydel, who was then office manager, and was later made a partner; Mr. Strobridge, former secretary at Seaman, who joined as a service account executive and was named a partner, and Mr. Walsh, who was treasurer with Seaman and became treasurer in the new corporation, and also named a partner.

Mr. Cunningham joined Newell-Emmett on May 28, 1919, in the art department. Later he became director of creative copy work. In 1931 he was named a vice president and finally became a partner.

In January 1942 the corporation was dissolved and a partnership was formed which included the above partners plus the following: Mr. Fowler, formerly a vice president at Simmons Co. who joined the agency in 1932; Mr. Ellis, formerly with Getchell Co., who joined the agency in 1937 as a service executive on Liggett & Myers; Mr. Hoyt, who joined the agency art department in April 1923 and Mr. Newell who joined in 1933 as an idea copy man on Liggest & Myers.

### Mr. Cunningham To Head

When the new Cunningham & Walsh goes into effect it was understood Mr. Cunningham will be elected president of the agency.

Among the Newell-Emmett accounts are such potent radio and television advertisers as Liggett & Myers Tobacco Co., (Chesterfield cigarettes) which sponsors *Supper Club* on NBC and NBC-TV, *Arthur Godfrey and His Friends* on CBS-TV, Bing Crosby on CBS, Arthur Godfrey's morning program on CBS; Electric Autolite which sponsors the radio and television versions of *Suspense* on CBS and CBS-TV; Sunshine Biscuits which is a spot radio user; Sylvania Electric, spot radio advertiser; Kirkman & Son, spot advertiser, and United States Coast Guard using spot and programs. Other accounts serviced by the agency include: Decca Records, Sherwin-Williams Co., L. C. Smith & Co., The Texas Co., E. R. Squibb & Sons.

## Expected To Be Named C&W President

Mr. CUNNINGHAM

* * *

# STOCK EXCHANGE

### Radio, TV Trading Up

IN A SUDDEN spurt of trading in radio and television issues on the New York Stock Exchange last Wednesday, 11,300 shares of ABC changed hands—a record figure for the past six months—and the price of CBS A and B issues rose to the highest levels of the year.

During the day ABC rose $1 to a high of 8⅝, closing at 8⅜. There was no proof that the buying of ABC shares was concentrated, and the speculation of informed observers was that because of its relatively cheap price the stock may have reacted to a general interest in radio and television that day in the market.

CBS A stock rose 1¼ to a high of 26½ as 3,600 shares were traded. The network's B stock rose ⅞ to a high of 26 with a volume of 800 shares.

The same day, RCA led all stocks on the exchange in total volume traded; 33,300 RCA shares changed hands as the price rose ⅜ to a high of 13⅛, 1¼ below the highest level it has reached this year. Observers guessed that the favorable action of the stocks resulted from recent reports of increased buying of television sets.

Drawn for BROADCASTING by Sid Hix

*". . . And now Coiffure Curler Co. reminds, tonight's beauty sleep is tomorrow's guarantee of glamor!"*

# MILES LABS

### Buys 'One Man's Family'

MILES Labs has bought *One Man's Family* on the full NBC network beginning Feb. 5, it was announced Thursday. The show, on NBC since April 29, 1932, has been a sustainer for several months. Wade Advertising, Chicago, is the agency.

Heard 3 to 3:30 p.m. Sunday, the program is one of four NBC house-packaged shows to be sold recently. Others are *Dragnet*, to Liggett & Myers (Fatima); *Baby Snooks* to Lewis-Howe (Tums), and *Screen Directors Playhouse* to R. J. Reynolds (Camels). Miles has not yet assigned a product to the show.

# STOKELY-VAN CAMP

### Adds Stations in Market Drive

STOKELY-VAN CAMP Inc., Indianapolis, formerly a heavy magazine advertiser, sponsoring locally produced shows in four major markets, will open in a fifth market today, and in a sixth Jan. 3, it was announced Thursday by Gardner Advertising, St. Louis. The company has signed 52-week contracts with WTCN-AM-TV Minneapolis, WMPS Memphis, KFI-AM-TV and KHJ Los Angeles, WMIE Miami, WFAA Dallas and KPRC Houston. The Detroit market will be invaded by Feb. 1, the agency reports.

Account executive for Gardner is Roy Lang, and he is being assisted in the campaign by James Marshutz and James Cathey.

# NAB BOARD AGENDA

## *Reorganization Faces Feb. 8-10 Meet*

THE JOB of winding up NAB's basic reorganization and making the new setup tick will face the final meeting of the present NAB board of directors. The board meets Feb. 8-10 at the San Marcos Hotel, Chandler, Ariz.

Though the meeting is two months away, talk of dividing NAB into fewer districts and reducing the size of the board is being heard again among directors and member stations. Also revived are the oft-advocated plan to set up a basic headquarters operation plus special services carrying special fees and the move to abolish the industry's annual convention, urged a fortnight ago by District 16 [BROADCASTING, Dec. 5].

This will be the final meeting of the present board since seven of the 18 directors whose terms end next April will be ineligible for re-election. The nine directors representing odd-numbered districts will serve until 1951 but the eight even-numbered directors and the 10 directors-at-large come up for re-election in January.

### Last Term

Ineligible to run again because they come within the new by-law, effective next year, which limits directors to two consecutive terms are: District Directors Michael R. Hanna, WHCU Ithaca, N. Y.; Campbell Arnoux, WTAR Norfolk, Va.; Hugh B. Terry, KLZ Denver. Directors-at-large coming within the limitation are Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Everett L. Dillard, WASH (FM) Washington.

As the reorganization plan moves forward, NAB has absorbed FM Assn. (see story page 28) and has attracted nearly two-score TV members. Television Broadcasters Assn. is still operating though merger gestures were made over a year ago. NAB's TV expansion brought two more members to the board at a time when trimming of the board's size was actively discussed.

Meeting of the board's Structure Committee, headed by Mr. McCollough, is planned in January, with chance of another session just before the board itself convenes in Arizona. The committee will have a chance to review the workings of NAB's headquarters staff under its newly charted structure.

The NAB standing committee structure has been sharply cut in the streamlining operation and new Radio and Television Divisions created along with an FM Department. Even with the added funds made available to Broadcast Advertising Bureau, the annual NAB budget has been sliced.

Mr. McCollough told BROADCASTING the Structure Committee had considered reduction in the number of directors by the redistricting process and elimination of the annual convention. Neither idea was approved by the board, he reminded.

He said the streamlined structure was new and could not be expected to operate at full efficiency immediately. He recalled that the board deferred reports of the Radio and Television Divisions heads to its February meeting.

The idea of setting up NAB headquarters with a basic structure, supplemented by special services calling for special fees, was advocated last week by Merrill Lindsay, WSOY Decatur, Ill., director-at-large for small stations.

Mr. Lindsay submitted some of his ideas on reorganization in a letter to President Justin Miller and board members. It is understood he was critical of the Radio-Television Division setup and some provisions of the NAB-FMA merger. Creation of a general manager to take some of the management job off Judge Miller's shoulders and a complete study of the headquarters personnel operations were proposed with the idea of increasing efficiency, it is understood.

Queried by BROADCASTING, Mr. Lindsay refused to discuss the letter. Asked specifically about his thoughts on reorganization, he described himself as a "federalist." He said NAB members should pay dues for such basic association jobs as government relations, public affairs, legal and research, for example. They would pay special fees for the special services.

The total bill for this operation should be little higher than the present budget, and perhaps some savings could be effected, Mr. Lindsay said. Not everyone would buy everything, he added, suggesting the plan would provide a quick picture of what services the members actually want.

### Favors Increased Dues

He favored an increase in the minimum dues paid by stations. "NAB hasn't reached its ultimate efficiency," Mr. Lindsay said. "The Structure Committee's streamlining has been a step in the right direction but there are more steps to take. Perhaps we should have an ad hoc committee take up the whole problem of personnel and administration.

"NAB should have a stable staff. It pays higher than average wages because it offers no security but the board should make it possible to have some career people."

Mr. Lindsay said he doubted if any further reorganization plans should be submitted to the membership in advance, as proposed by NAB District 16 at Phoenix. It's hard for a thousand or more people to do anything, he explained, but insisted the members must have the right to criticize.

While board members discuss NAB operations among themselves via telephone and letters, some confusion is apparent at headquarters over the relation between department heads and the Radio and Television Division directors. The division officials will have a chance to expand their original November reports by Feb. 10 on the basis of additional experience. Ralph Hardy, Radio Division director, and G. E. Markham, Television Division director, have talked with members in many areas in attending some of the district meetings.

Their original reports prepared for the November board meeting were based on detailed function descriptions supplied by department heads along with suggestions for improving services to members. Judge Miller had directed department heads to provide this information.

One special problem arose in the case of BAB, which operates under a specific board mandate separating it from the rest of the structure. The structural chart provides that the BAB director, Maurice B. Mitchell, report directly to the president.

BAB's selling tools and its loud entry into the competitive media field have brought acclaim from the membership at the district meetings. It is understood BAB feels it should operate outside the division setup at NAB if it is to do the sales promotion job in line with the board's directives.

# TAX HEARING DENIED

## Nationwide Levies Seen

TAX officials of cities all over the nation are preparing to saddle radio stations with a set of municipal levies based on the Little Rock, Ark., ordinance upheld by the U. S. Supreme Court [BROADCASTING, Nov. 14]. The court last Monday denied the request of two Little Rock stations (KGHI, KARK) and NAB for a rehearing.

With the last-ditch effort to obtain a Supreme Court hearing having failed, attorneys who have been watching the Little Rock case indicated the only course left to the industry is an entirely new case. This case would probably come from another city attempting to copy the Little Rock tax strategy.

The word was spread officially last week among city tax officials that broadcast stations offer a treeful of unplucked revenue plums. Thomas J. Gentry, Little Rock city attorney, divulged the tidings to the National Institute of Municipal Law Officers, holding its annual convention at the Hotel Muehlebach, Kansas City.

### Gentry Surprised

Nobody was more surprised than Mr. Gentry, author of the taxing idea, at the Supreme Court's blanket endorsement of the Little Rock ordinance. "I frankly was surprised that the Supreme Court upheld the entire ordinance," Mr. Gentry told BROADCASTING.

"I wanted a test case in this matter so I put everything in the ordinance, expecting part of it to be thrown out. The Supreme Court in recent cases has been much more liberal in permitting taxing of previously exempted bodies."

The highest court's latest action merely listed the appeal in a group of cases which were denied rehearing. No explanation accompanied the listing. The court's Nov. 7 decision, in which it refused to hear the Little Rock stations' appeal, was a one-sentence rejection which not only denied broadcasters an actual court hearing but also upset the tax exemption stations have enjoyed under the Fisher's Blend decision.

Because of the Supreme Court's final decision broadcasters can expect cities everywhere to take up the Little Rock ordinance in their councils. The ordinance levies a $250 annual tax on each station for the local generation of electromagnetic energy when sound waves enter a microphone, plus a $50 annual fee for each salesman who sells radio advertising intrastate. Advertising Federation of America

*(Continued on page 80)*

**REALIGNMENT of top personnel in Lever Brothers' advertising department and creation of a new post of television manager [BROADCASTING, Dec. 5] resulted in appointment of (l to r): George T. Duram, media director; John R. Allen, television manager; George B. Smith, brand advertising manager; Paul Laidley Jr., assistant brand advertising manager, and Howard R. Bloomquist, brand advertising manager.**



XUM

# Miller Gets *Champagne Results*

# On A Beer Budget

By BILL THOMPSON

LIKE MOST Notre Dame linemen, Fred Miller plays an unrelenting game. Strong on fundamentals, he gains a little at a time—and always holds his ground.

Such is the radio history of Miller Brewing Co., Milwaukee. Headed by Knute Rockne's 1928 captain and All-America tackle, the maker of Miller High Life beer cautiously bought local spots and sponsored a Milwaukee musical show from 1940 to 1944, moved locally into *Sports Highlights* the next two years, bought time on both a Milwaukee and Chicago station for a Wayne King recorded show in 1946, and during the last three years sponsored Milwaukee Brewer baseball. Not until last summer did Miller go network.

When Lawrence Welk and his orchestra launched *High Life Revue* June 1 over ABC from New York, seasoned radio advertisers presumed it was "just another band show." But they hadn't reckoned with Miller's advertising director, Roy J. Bernier. He had designed this comparatively low-budget ($400,000) weekly half-hour series as a public relations campaign to key up distributors, helping them in their own bailiwick by originating the network show there, saluting their local civic projects and improvements.

Six weeks before an original 26-week *High Life Revue* contract was to have expired, Miller extended its commitment for another 26 weeks. Here is why:

● Lawrence Welk's first cross-country sweep created such a heavy demand for High Life beer that by mid-November Miller stood out as the only major brewer in the nation without surpluses. In an interview Nov. 10, Russel H. Hopkins, executive manager of the National Beer Wholesalers Assn., told of growing beer stocks and warned that a price war could ruin many wholesalers and a number of brewers. Meanwhile, Miller distributors across the country were clamoring for more beer. In Lincoln, Neb., for example, 72 out of 73 accounts couldn't get enough of it.

● Cities on the *High Life Revue* route, without exception, gave the show a "hero's welcome." With coaching from Miller headquarters, distributors were successful in obtaining permission to hang "Welcome" banners on "Main Street" and to stage parades of the High Life motor caravan. Usually, the mayor appeared, and at several stops governors of states spoke on the network show.

● Lawrence Welk opened up brand new territories for Miller by featuring the company's "Champagne of Bottle Beer" buckets as music stands, tying in with his own "Champagne Music" tag, during dance engagements at out-of-the-way places. A large banner, featuring the Miller "Girl of the Moon" trademark, formed the backdrop for the band at every stop. The Pacific Northwest, Idaho, and Utah were opened up to Miller in this manner, aided to a large de-

* * *

**WHEN the Miller caravan visited Chicago, it was feted by (l to r): John H. Norton Jr., vice president of ABC in charge of the Central Division; Adrienne Falcon, Miller's Chicago "Girl in the Moon" (one is selected in every city); Fred C. Miller, president of Miller Brewing Co.; A. R. McGinnis, vice president of Klau-Van Pietersom-Dunlap Assoc., Milwaukee agency.**

* * *

**AFTER Lawrence Welk (r) had signed his "Champagne Music" orchestra to a contract with Roy J. Bernier (c), advertising manager of Miller Brewing Co., Robert R. Long, (l), account executive of Klau-Van Pietersom-Dunlap Assoc., Miller agency, and Bill Wilson, ABC sales representative, joined the pair in looking over the advertising plans.**

**THIS FLEET of cars, with Miller "Girl in the Moon" decal on sides, is carrying Lawrence Welk and his orchestra across the country. The truck is for instruments.**

* * *

gree by ABC stations in the area who played Welk recordings long before and after visits of the *Revue*.

"The thing that has impressed us most about the campaign is this flexibility," said Mr. Bernier. "The *High Life Revue* has exceeded expectations, working in nicely with our distributor promotion. Miller Brewing Co. has received additional recognition both on a national and on a local basis."

The success of the show has been due in great measure to Mr. Berniers' carefully laid merchandising and publicity plans. Complete distributor kits were sent to High Life distributors, and prospects for Miller representation, acquainting them with all phases of the tour. Pictures and publicity features on Mr. Welk and stars of his troupe were included in the kit, for use in local newspapers. Sample commercials that could be used as distributor "spots" also were sent along. Suggested mats for newspaper ads announcing the show played an important role in the program to tie in the local distributor with the national radio show.

* * *

MR. Bernier's thoroughness in the *High Life Revue* project comes from close association with his boss, 43-year-old Frederic C. Miller. Fred Miller always has been a perfectionist—on the gridiron, in the cockpit of a plane, or as head of the great brewing operation founded by his grandfather in 1855.

He has been radio minded since his Notre Dame days when he watched with interest the preparations for broadcasting Irish games. He was a star lineman at South Bend for three years, being forced to rise to All American calibre his senior year by an ambitious understudy named Frank Leahy.

But Fred Miller was not only a perfectionist at football and handball (at which he once held state championships in both singles and doubles). He maintained, while in school, the highest scholastic average of any monogram winner. For this, he was awarded a special trophy. And he graduated *cum laude*.

One of Notre Dame's most loyal alumni, Mr. Miller flies his amphibian to South Bend twice weekly during the football season to help with the team as assistant line coach. He regularly pilots the plane between his home on Oconomowoc Lake and Milwaukee.

When the brewing company made plans several years ago to invest $12,500,000 in expansion, Mr. Miller threw himself into the project with the same vigor and aggressiveness that marked his exploits as a younger man. As a result of his leadership, the Miller firm last July dedicated three new brewery buildings in Milwaukee and has since doubled its production. Its combined brewhouse and grain elevator, costing $3,500,000, is acknowledged by the industry as the most modern brewing unit of its kind. Twelve stories high, it houses storage bins with a grain capacity of 300,000 bushels, sufficient for 30 operating days.

* * *

THE forceful theme being followed so successfully in the *High Life Revue* is the same used in all of Miller's promotional and advertising activities. But the "Champagne Bucket" which has been converted into music stands for the Welk band is one of the most outstanding successes in Miller's long line of point-of-sale displays. The company's alert advertising manager, Mr. Bernier, dreamed up the bucket with the help of A. R. Schutz of a Chicago firm of display designers and producers.

This insigne has played an important part in the *Revue* tour because after dancers and diners see 14 of the buckets all evening in front of Lawrence Welk's musicians, then spot them in retail establishments, a bottle of Miller High Life is as good as sold. One of the most important facts to remember about the *Revue* tour, Mr. Bernier points out, is that the Welk performers also have these displays in front of them on every non-broadcast engagement. Miller wisely encourages the band to move out between broadcasts for one-night stands.

* * *

THE display consists of three principal plastic parts, a metal back, and a lighted device which causes constant change of color in the lettering around the sides of the bucket. A special heat-resistant silver finish developed for this application is sprayed on the inside surface of the bucket to simulate an actual metallic surface. The height of realism is achieved in the ice-cube top piece, which is molded to show blue white highlights above the incandescent bulb which also lights the color changes. The molded plastic Miller High Life beer bottle is a full-size replica, even to the use of an actual gold foil label and neck-wrap. Beer retailers jump at the opportunity to use the attractive displays in their stores.

On tour with the show, Robert Long, account executive with Klau-Van Pietersom-Dunlap Assoc., Miller agency, reports that some of the smaller places where the Welk band has played one-nighters formerly were dispensing little or no Miller beer. After the band's appearance, many of them reported average sales of 100 cases nightly. And these increased sales have been sustained weeks after the band's departure, according to an agency check. Mr. Long believes that sales-wise the tour is "one of the most unusual in the history of the agency."

"The distributor feels that the brewery really is doing something for him," says Mr. Long. "The effect of the show is to give the distributor the feeling that it is he who is sponsoring it. This is a big boost for him in the eyes of his townspeople."

* * *

MR. Long did valuable spadework before the *Revue* took the air by juggling Lawrence Welk's schedule so that he would be booked in towns most advantageous to Miller. This called for frequent conferences with Music Corp. of America, under whose management the band is routed. Bob Long is credited with bringing about an arrangement with MCA that pleased both Mr. Welk and the sponsor.

Mr. Long travels with the show, working out promotion plans between the distributor and the local ABC station, and also selecting prominent guests to appear on each

*(Continued on page 46)*

**THE Welk band plays dances in cities on route—also many in nearby towns—and the Miller banner always dresses up the stage. Mr. Welk is shown with the accordion. At left, in white coat, is Announcer John Weigel, who flies from Chicago, where he is freelancer, to join the band for every Miller broadcast.**

XUM

# FM ASSN. DISSOLVES *To Merge With NAB*

THE three-year career of FM Assn., promotional agency comprising nearly 200 stations, comes to an official end about Jan. 1.

Decision to accept NAB's merger invitation was reached last Monday by the FMA board at a meeting in Washington. The invitation was extended by the NAB board at its mid-November meeting.

Under the FMA liquidation plan, which has been sent to FMA's membership, assets of the association will be distributed as soon as details can be handled. The FMA board did not vote to submit the dissolution plan to members for referendum vote.

Many FMA services are to be continued by NAB, with policy recommendations drafted by a new FM Executive Committee consisting of three members of the FMA board and two NAB board members.

A fulltime paid director is to be appointed by NAB President Justin Miller. The FMA board recommended that Edward L. Sellers, FMA executive director, be named to head this department. It is understood FMA has a gentleman's agreement with President Miller and the NAB board providing for Mr. Sellers' appointment.

### Sellers In Charge

Details of the FMA liquidation are being handled by Mr. Sellers.

President Miller said Tuesday that "details of the merger and considerations of personnel must be worked out to complete the plan." This will be a matter of first consideration immediately on completion of the district meeting tour and will come before the NAB board for confirmatory action in February. NAB stated that most FMA members also belong to NAB.

FMA was organized Jan. 10, 1947, in Washington following the late 1945 merger of the predecessor FM Broadcasters Inc. into NAB. FMBI was officially dissolved Oct. 31, 1946, during the NAB convention and at the same time a group of FM station executives set in motion the FMA project. First president was Roy Hofheinz, KOPY (FM) Houston, followed by Everett L. Dillard, WASH (FM) Washington and William E. Ware, formerly KFMX (FM) Council Bluffs, Iowa. Mr. Ware did not attend the FMA board meeting last Monday.

First executive director of FMA was John N. (Bill) Bailey. He was succeeded last January by Mr. Sellers.

After the dissolution action was taken C. M. Jansky Jr., consulting engineer and FMA board member, said the action will promote the best interests of the FM broadcasting industry. "FMA has been purely a promotional activity which has now served its purpose," he said. "All broadcasters can now consolidate their interests in one organization which will intensify production of FM receivers as well as keep before the public the important aspects of FM broadcasting.

"During its existence the FMA has been successful in focusing attention on the problems of a growing industry, which we believe at the present time has reached a stage of wholesome maturity. The united effort of all broadcasters is all that is needed to make FM service a reality in every community in the United States."

A combined statement of policy was adopted by FMA and NAB to guide operations of the FM department, which structurally comes within the NAB Radio Division under Director Ralph W. Hardy.

FM-only stations absorbed by NAB probably will pay the same scale of dues as AM members, starting with a $6.56 monthly minimum ($7.50 minus current 12½% discount). Many FMA members also belong to NAB through AM affiliates. In such cases the dues will be based on the combined AM-FM income. NAB's board may take up the whole dues structure at its February meeting.

FMA's dues have been $100 a year, though some manufacturer members have paid larger sums to aid the association's work. At present FMA has 150 members in good standing.

### Committee Members

Members of the new FM Executive Committee of NAB from FMA are Josh L. Horne, WFMA (FM) Rocky Mount, N. C.; Matthew H. Bonebrake, KOCY (FM) Oklahoma City; Edward A. Wheeler, WEAW (FM) Evanston, Ill. NAB members are Frank U. Fletcher, WARL-FM Arlington, Va., and Mr. Dillard.

The NAB-FM policy statement follows:

It shall be the function and duty of the FM Executive Committee to advise with the FM director in carrying out the following activities under the direction of the president.

(A) to gather, assemble and compile all available information for dissemination to NAB FM member stations on

(1) FM operation and progress including but not limited to set distribution, in the various markets to be determined by continuing research studies.

(2) FM listener and measurement studies.

(3) the status of FM broadcasting stations, including number, power, location and all other pertinent matters.

(4) successful sales plans developed and results achieved on FM stations.

(5) the exchange of programs and promotional ideas developed by FM stations and of particular value to other FM stations.

(6) management studies of different types and forms of FM operation.

(B) to furnish such of the foregoing as may be feasible so that they may be made a part of the permanent records of member stations.

(C) to render guidance, suggestions and information and provide data to all NAB FM members on problems and developments of peculiar interests to them.

(D) to cooperate with all other departments of NAB to the end that where applicable all publications include appropriate reference to FM operation and that all material issued by such departments be made available on an equal basis to FM member stations and further to cooperate in any manner consistent with NAB policy with outside agencies dealing with FM.

**TEAM of Benton and Bowles has gone into action again—this time on the political front—as William Benton is appointed to the U. S. Senate. Mr. Benton (l), named last Monday by Connecticut Gov. Chester Bowles (r) to succeed Sen. Raymond E. Baldwin, discusses the appointment with his ex-advertising partner. Since the pair formed the Benton & Bowles agency more than 20 years ago, each has traveled separate paths—all pointing to Washington. Mr. Benton served as Assistant Secretary of State for Public Affairs from 1945 to 1947, and previously as vice president of U. of Chicago. A staunch advocate of subscription radio, and a stepped-up shortwave international broadcasting (Voice of America) program, Mr. Benton is owner of Muzak and of *Encyclopaedia Britannica*. Gov. Bowles branched out as administrator of OPA, then Economic Stabilization. He assumed governorship of Connecticut last January. Mr. Benton will be sworn in Jan. 3 when Congress reconvenes.**

## WCAM CAMDEN CASE

### FCC Ruling Favors Outlet

COMPLAINT against WCAM Camden, N. J., and request for revocation of WCAM's license, filed by the New Jersey Council of Christian Churches and Bible Presbyterian Church, Collingwood, N. J., was denied by FCC last Thursday.

The evangelical group charged WCAM with discrimination and censorship in religious programming in violation of the Communications Act and FCC's rules [BROADCASTING, May 16]. The Commission's memorandum opinion, accompanying the order denying petition, has not been released.

The petition in addition to citing WCAM's refusal to continue selling time for religious programs, alleged that the station discriminated and censored in the apportionment of the sustaining time provided for religious programs. The petition further revealed that a resolution had been adopted in March attacking certain unidentified individuals within FCC itself and requesting Congressional investigation of the Commission.

## Brock-Hall Plans

BROCK-HALL Dairy Co., New Haven, has appointed Charles W. Hoyt Co., New York, to handle its advertising. Radio is being considered, but on a strictly local basis, as the firm's products are distributed only in New Haven, Waterbury and Bridgeport, all in Connecticut.

# SESAC PURCHASE BY BMI

## Proposed by NAB District 14

PURCHASE of the SESAC music library by Broadcast Music Inc., industry-owned copyright group, was proposed by NAB District (Mountain states) at its Monday-Wednesday meeting last week at the Utah Hotel, Salt Lake City.

District 14 urged that the subject be explored after discussing the oft-heard request for per-program licensing of SESAC music. The subject has been discussed at many district meetings in the last several years.

The topic came up in a question-answer period following an off-the-record talk by Carl Haverlin, BMI president. Kolin Hager, representing SESAC, said the copyright group "is perfectly willing to meet with an NAB committee to discuss such matters as per program licensing."

NAB President Justin Miller assured Mr. Hager such a committee will be named quickly. The SESAC resolution adopted by District 14 members thanked Mr. Hager for SESAC's willingness to meet with an NAB policy group on the subject of per program licensing and added the request that the purchase of SESAC by BMI be explored.

Mr. Haverlin reported "phenomenal gains" for BMI, crediting stations "in grassroots regions" with putting most of the leading tunes on the hit parade. He said BMI hopes to own half the music performed by broadcasters before another decade.

### 112 Delegates Attend

Despite the vast area covered by District 14, 112 delegates were registered for the three-day meeting. The district presented Judge Miller with a watch "in recognition of his services to the industry." District Director Hugh B. Terry, KLZ Denver, told the members they would vote for a new board member in early 1950. Mr. Terry is ineligible under the new rule limiting NAB directors to two successive terms.

Invitation was received to hold the next district meeting at Albuquerque, N. M.

The district had a three-day agenda instead of the usual two-day programs at other meetings. NAB headquarters officials were heard Monday and Tuesday. The third day was a "district round-table" at which Rex Howell, KFXJ Grand Junction, Col., presided. District affairs were discussed, with delegates exchanging ideas and problems as well as sales successes.

Robert J. Dean, KOTA Rapid City, S. D., exhibited sales ideas and William C. Grove, KFBC Cheyenne, Wyo., demonstrated his low-cost mobile unit. Salt Lake City television stations, KDYL-TV and KSL-TV, provided studio tours and entertainment Monday and Tuesday nights.

Maurice B. Mitchell, director of Broadcast Advertising Bureau, conducted a sales clinic Tuesday. Discussion included BAB budget problems, with current operations running at the rate of around $250,000 a year of NAB's $750,000-plus budget.

A resolution was adopted voicing belief that BAB should remain an integral part of NAB for at least another year. Walter E. Wagstaff, KIDO Boise, Ida., and D. Spencer Grow, KEXO Grand Junction, Col., led a floor drive which won support for a strongly worded resolution backing BAB. The district felt BAB activities now constitute a major NAB function and offer the chief reason for acquisition of new members. The resolution recommends NAB allocate at lease $250,000 a year for BAB.

Another resolution proposed that the current 12½% discount in NAB membership dues be rescinded, with the funds restored thereby going to BAB.

Firm support was given the policy of rendering financial and legal support to protect industry interests in such cases as the Arkansas tax appeal. Apparently not aware that the U. S. Supreme Court had refused a rehearing in the Arkansas case, the district called for Supreme Court review of its decision. Judge Miller warned that other jurisdictions will levy radio license taxes (see Arkansas tax story page 25).

Judge Miller warned that television must take immediate steps to improve its programming or suffer the type of attacks that deluged broadcasters a few years back. He said numerous letters had been received from churchmen, educators and legislators who oppose liquor advertising on the air. He expressed belief that Petrillo trouble is in the offing, with the American

*(Continued on page 44)*

**THIS quartet comprised the resolutions committee at the meeting (l to r); Walter Wagstaff, KIDO Boise, Ida.; Eugene M. Holiday, KSL Salt Lake City; Joe Wilkins, KFBB Great Falls, Mont., chairman; Al G. Meyer, KMYR Denver.**

* * *

**MAURICE MITCHELL (l) director of BAB, has something amusing to say to this group at the District 14 sessions. L to r: Mr. Mitchell; William Grove, KFBC Cheyenne, who presided at the broadcast advertising meeting; Robert Dean, KOTA Rapid City, S. D., who brought a special "idea exhibit" for the small markets session; Rex Howell, KFXJ Grand Junction, Col., who presided at the small markets meeting.**

* * *

**NAB CHIEFS and host station executives get together at the NAB District 14 meeting at the Hotel Utah in Salt Lake City (l to r): Standing—Hugh B. Terry, KLZ Denver and NAB director District 14; S. S. Fox, KDYL Salt Lake City president; seated—Ivor Sharp, KSL Salt Lake City executive vice president; Justin Miller, NAB president, and Frank Carman, KUTA Salt Lake City general manager.**

MAKING her only major radio guest appearance of 1949 on her husband Buddy Rogers' coast-to-coast ABC show, *Pick a Date with Buddy Rogers*, on Thanksgiving Day, Mary Pickford discusses the script with Mr. Rogers (seated). Assisting is Mal Boyd, personal manager of the couple and producer of the show.

SOUTHERN Governors' Conference at Biloxi, Miss., is covered by radio "reporters." In the group are (l to r): Gene Tibbett, gen. mgr., WLOX Biloxi; Gov. Sid McMath of Arkansas; Gov. Alan Shivers of Texas; David M. Segal, owner-gen. mgr., KTFS Texarkana, Tex., and WGVM Greenville, Miss.

R. C. BROWER (center), of the Audio-Visual Div., Minnesota Public Education Dept., receives the first set of records of the *Pillsbury Stockholders Meeting of the Air* from Howard Files (r), v. p. of Pillsbury Mills, and E. W. Ziebarth, head of Minnesota U. speech dept. and WCCO Minneapolis news analyst. WCCO aired meeting.

CITED for his humanitarian activities, Frank M. Folsom (l), RCA pres., is presented with a plaque at testimonial dinner sponsored by National Jewish Hospital at Denver, of which he is a trustee. Dinner Chairman John B. Kelly (r) makes presentation, assisted by Albert M. Greenfield, treas.

A WIDELY acknowledged exponent of the rhumba, Gen. Mgr. Harry Bannister of WWJ-AM-FM-TV Detroit, dances one with Jeanne Dishong, WWJ-TV commentator. Occasion was the AFRA benefit party given at the Penobscot Club by the Detroit local Nov. 18 and attended by hundreds of AFRA members.

THE Westinghouse Order of Merit, special honor given by the board of directors of Westinghouse Electric Corp. in recognition of outstanding service, is presented to Gordon Hawkins (l), program and educational dir. of Westinghouse Radio Stations Inc. Walter Evans, WRS pres., makes the award.

# AD COMMITTEE

## Government-Industry Group Named

CLOSER working arrangements between the advertising industry and the Dept. of Commerce are sought by means of an Advertising Committee named last week by Secretary of Commerce Charles Sawyer.

"I feel that the advertising industry is one of the keystones of national prosperity," Secretary Sawyer said in commenting on advertising's fundamental role in advancing the American economy. He called the first meeting for Dec. 9 in his Dept. of Commerce office.

On the opening agenda were problems of organization; methods for collection and dissemination of data of importance to advertising and marketing; a program for closer liaison between the industry and department.

Members of the advisory group are Frank Stanton, CBS; Robert S. Peare, General Electric Co. (WGY); Ralph W. Hardy, NAB; Elon G. Borton, Advertising Federation of America; Frederic R. Gamble, American Assn. of Advertising Agencies; Clarence Goshorn, Benton & Bowles; Philip L. Graham, *Washington Post;* Howard Morgens, Procter & Gamble; Paul B. West, Assn. of National Advertisers; James Young, J. Walter Thompson Co.; C. J. LaRoche, C. J. LaRoche & Co.; Stuart Peabody, Borden Co.; Russell Z. Eller, California Fruit Growers' Exchange; Nelson Bond, McGraw-Hill Pub. Co.; A. E. Winger, Crowell-Collier Pub. Co.; David W. Howe, *Burlington* (Vt.) *Free Press;* Fairfax M. Cone, Foote, Cone & Belding; K. H. Fulton, Outdoor Advertising Inc.; Philip J. Everest, National Assn. of Transportation Advertising.

# RCA VICTOR

## To Include 33 1/3-rpm Player

RCA VICTOR plans to add a 33⅓-rpm player to its 1950 line of radio-phonograph console combinations, according to reports last week. New models, expected to reach the market early in the year, feature a two-speed turntable to play both conventional 78-rpm discs and the long-playing 33⅓ platters and a separate turntable to play RCA-developed 45-rpm records.

The new three-speed record players and other radio-TV lines were displayed by RCA to its field staff at a closed circuit meeting in Atlantic City, reports say. Such production would place RCA alongside others in the industry already producing 33⅓-rpm record players, ending the dispute with Columbia Records over speeds. At the same time, RCA announced success in Albany, Schenectady and Troy, all upstate New York, in promoting its 45-rpm records. Promotion featured a gala 45-rpm "jamboree" at Albany Armory where more than 4,000 persons from the three cities jammed the hall. Firm's dealers advertised the dance heavily.

DECCA RECORDS Inc., at board meeting Nov. 30 declared regular quarterly dividend of 12½¢ per share on capital stock, payable Dec. 28, 1949, to stockholders of record Dec. 14, 1949.

# RCA RECORDING

## Salesmen Meet in New York

GREATEST sales campaign in Thesaurus history was touched off last week at a week-long national conference at New York headquarters of RCA Recorded Program Services, it was announced by Donald J. Mercer, manager of RCA's transcription services.

The meeting brought together for the first time all representatives of the recently organized RCA Recorded Program Services Thesaurus itself was until a short time ago part of NBC.

James P. Davis, manager of custom record sales, who presided, said he was elated at the response of station subscribers to "the new era in Thesaurus." He promised "a steady parade" of new talent to be added to the top stars recently joining its programming.

Among others in attendance: Wade Barnes, sales head; Bert Wood, program manager; Ben Rosner, promotion manager, and the following sales representatives: Ad Amor, New York; Bill Reilly, Chicago, and Bill Gartland, Hollywood.

# *TWO ARE NAMED*

## By Columbia Records

KEN McALLISTER today (Dec. 12) was appointed director of advertising and promotion for Columbia Records Inc. and Jeff Wilson was named general sales manager of the firm by Paul Southard, vice president in charge of merchandising.

Mr. McAllister

In announcing the appointments, Mr. Southard said Mr. McAllister will direct merchandising activities and personnel, advertising, promotion and publicity. Mr. Wilson's duties include charge of all district managers and distributor activities as well as chain store and export sales.

Mr. McAllister has been with Columbia Records since 1941 when he became manager of its popular record promotion department. Prior to that date, he worked in advertising and publicity for General Electric and WGY Schenectady. He has been manager of distribution and promotion for Columbia since early this year. Mr. Wilson has been with the firm since 1940, serving as manager of distribution and merchandising.

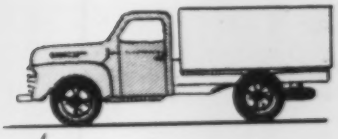
XUM

47.5% OF ALL IOWA FAMILIES HAVE TWO OR MORE RADIOS IN THEIR HOMES

12.5% OF ALL IOWA BARN OWNERS HAVE RADIOS IN THEIR BARNS

# IN IOWA EXTRA SETS MEAN EXTRA LISTENING!

51.9% OF ALL IOWA CAR OWNERS HAVE RADIOS IN THEIR CARS



9.7% OF ALL IOWA TRUCK OWNERS HAVE RADIOS IN THEIR TRUCKS

THE 1949 Iowa Radio Audience Survey* proves that multiple-set ownership means additional listening—that the number of hours of extra listening is in almost direct proportion to the number of extra *sets.* (In homes having four or more sets, for example, an average of 67.7% of the families use two sets simultaneously, daytime, as against 26.4% with only two sets.)

**Iowa families are really radio-equipped. 45.7% of them have two or more sets in their homes . . . 51.9% of all car-owners have car radios . . . 9.7% of the truck-owners have radios in their trucks . . . 12.5% of the barn-owners have radios in their barns!**

More than that, the 1949 Survey shows that radio-minded Iowa families *listen more than twice as much to WHO as to any other station.* This top-heavy preference for WHO of course applies to multiple-set families as well as to single-set families—hence gives advertisers a substantial bonus audience that is not ordinarily measured.

The Iowa Radio Audience Survey is a MUST for every advertiser who wants to *know all* about Iowa listening. *Ask us or Free & Peters for your free copy,* today!

* The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

# WHO

**+ *for* Iowa PLUS +**

**Des Moines . . . 50,000 Watts**

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

**IN HONOR of the *Aldrich Family* on NBC, these executives gather in the Rainbow Room for the Henry Aldrich-Jello Family Party (l to r): Charles R. Denny, executive vice president, NBC. Joseph H. McConnell, president, NBC; John Allen, sales and advertising manager, General Foods; Howard Chapin, advertising manager, General Foods; Niles Trammell, chairman of the board, NBC; George Plass, assistant advertising manager, Jello, and Robert Mountain, account executive, Young & Rubicam.**

# INITIAL DECISIONS *Three Grants, Three Denials Proposed*

INITIAL decisions were reported by FCC hearing examiners last week to:

● Grant Payne County Broadcasters new AM station on 1600 kc with 500 w daytime at Cushing, Okla.

● Grant Jackson Assoc. Inc. new AM station at Attleboro Mass., on 1320 kc with 1 kw fulltime and to grant WCRB Waltham, Mass., switch from 500 w to 1 kw, operating daytime on 1330 kc.

● Deny George F. Haddican new AM station at Delano, Calif., on 1340 kc with 250 w fulltime.

The several reports also would deny the competitive bid of Cushing Broadcasting Co. in the Oklahoma proceeding and deny the applications of Massasoit Broadcasting Corp. and Taunton Radio Corp. for new AM stations at Taunton, Mass., on 1320 kc with 1 kw daytime, the Massachusetts case.

Examiner Elizabeth C. Smith preferred Payne County Broadcasters over Cushing Broadcasting because of greater ownership-operation integration and to provide greater diversification of control over local media for mass communication. Cushing Broadcasting is headed by Otto H. Lachenmeyer, publisher of the only local paper.

### Basis for Disqualification

Examiner Smith also found in her Massachusetts ruling that both Massasoit Broadcasting and Taunton Radio failed to participate in the hearing and hence were disqualified from consideration. Although both the Jackson Assoc. and WCRB proposals failed to meet FCC engineering standards in certain respects, grants were merited in view of the respectively new first local service and increased service to be rendered.

Denial of the George Haddican application was proposed by Examiner Fanney N. Litvin on grounds the applicant had not shown he was qualified to be a licensee. The conclusion of the report said: "Haddican's evasive, uncandid and at times untruthful presentation of facts both in his application and in his testimony at the hearing . . . raises grave doubts as to whether he can be entrusted, in the future, if his application were granted, truly and candidly to report to the Commission on his stewardship."

Ownership details of the applicants follow:

**Attleboro, Mass.—Jackson Assoc. Inc., proposed grant 1320 kc, 1 kw fulltime. Principals: Metals and Controls Corp., maker of laminated metals and thermostatic controls, 49.33%; Sweet Mfg. Co., jewelry maker, 13.34%; Attleboro and Plainville Coal Co., 6.67%; Patrick T. Jackson Jr., cotton broker in Boston, 1.33%; Jerome Ottmar, employe of Metals and Controls Corp., treasurer 6.67%. There are 16 other stockholders and directors.**

**Cushing, Okla.—Payne County Broadcasters, proposed grant 1600 kc, 500 w daytime. Applicant is owned by William Howard Payne, Washington attorney, who will manage outlet.**

**Cushing, Okla.—Cushing Broadcasting Co., proposed denial 1600 kc, 500 w daytime. Applicant is owned by Otto H. Lachenmeyer, publisher Cushing Daily and Weekly Citizen.**

**Delano, Calif.—George F. Haddican, 1340 kc, 250 w fulltime. Applicant is an electrical engineer, operator of sheet-metal shop and contracting business. He has handled parts of broadcast installations including certain international stations there.**

## FACSIMILE

### FCC Hearing Today in N. Y.

FCC IS to witness multiplex facsimile and FM aural operation today as part of its investigation into proposal by Hogan Labs Inc. (formerly Radio Inventions Inc.) to amend the Commission's FM rules to allow fulltime multiplexing [BROADCASTING, June 6]. Limit now is three hours daily.

Headed by John V. L. Hogan, Hogan Labs indicated it had developed equipment which will allow facsimile transmissions simultaneously with FM broadcasting and which will cause no interference to FM sound below 15,000 cycles, FM's top fidelity limit. Hearing is to be held at the firm's headquarters, 155 Perry St., New York, with Comr. Robert F. Jones presiding. No other parties have filed appearances and the hearing is expected to be completed today.

**FCC Actions**

**INITIAL decisions to grant two new AM stations and improve facilities of one existing outlet were reported by FCC last week. Three AM and two FM authorizations were deleted. Details of these and other FCC actions are found in FCC Roundup on page 79 and Actions of the FCC beginning on page 66.**

## AFL ON DON LEE

### Union Buys Time in West

AFL will be heard on West Coast via Don Lee stations in the 10:15 p.m. PST time period with its commentary featuring Frank Edwards, following negotiations between Morris Novik, for the union, and Ward Ingrim, network's vice president in charge of sales and promotion.

In addition to being heard over Don Lee in the West, the program is carried elsewhere by MBS affiliates. In Los Angeles proper, in addition to being heard over KHJ, the Don Lee station, it will likewise be carried by the ILGWU FM outlet, KFMV, and KWIK Burbank, for which the union has petitioned the FCC for approval of purchase.

## WSNY Giveaway Show

LARGEST single program contract in WSNY Schenectady history is series, *Phoning For Dollars*, sponsored by General Motors Dealers of that city, the station reports. Program is broadcast for 10 full half-hour periods each week, 11:30 a.m. and 7:30 p.m., Monday through Friday. Mayor Owen M. Begley of Schenectady and Eugene W. Tompkins, chairman of the county's tuberculosis committee, appeared on the inaugural program Dec. 5. WSNY believes its program, with a jackpot including cash, savings bonds, dishwasher, men's wear, year's supply of flowers, and twin beds, is the largest giveaway carried by any local independent station.

# BAB'S STATUS

### Maine Group Favors NAB Unit

RETENTION of Broadcast Advertising Bureau in the NAB departmental setup was urged by Maine Broadcaster's Assn. at a meeting held Dec. 2 on the campus of Colby College, Waterville. The district expressed its appreciation for BAB's work under Director Maurice B. Mitchell.

Main broadcasters lauded the NAB board for its international allocations work and urged that it be continued for the protection of U. S. broadcasters. Another resolution called for a study by NAB of business technique peculiar to the broadcasting industry.

Charles Barry, ABC program and television vice president, discussed the future of TV in Maine and presided at a TV-AM question-answer session. Harold E. Fellows, WEEI Boston, NAB District 1 director, spoke on methods of keeping station operating expenses in line with station business. He led a forum discussion.

Creighton E. Gatchell, WGAN Portland, outgoing president, presided at morning and luncheon meetings. Frank Hoy, newly elected president presided in the afternoon. Thirty-five delegates were present.

Other new officers are Harold D. Glidden, WAGM Presque Isle, vice president; Gordon J. Lewis, WIDE Biddeford, secretary-treasurer.

Committee members: Legislative Committee — Jack S. Atwood, WRDO Augusta; John C. Libby, WCOU Lewiston; Murray Carpenter, WABI Bangor; News Committee — Robert I. Payne, WFAU Augusta; Paul Huber WTVL Waterville; Elden H. Shute Jr., WLAM Lewiston; Music Committee—Harold Myer, WPOR Portland; William H. Rines, WCSH Portland; Edward E. Guernsey, WLBZ Bangor.

## CHICAGO NEWSMEN

### Sebastian Named President

CHARLES (Chuck) SEBASTIAN, assistant manager and news director of WFJL (FM) Chicago, was elected president of the Chicago Radio Correspondents Assn. Thursday afternon. Other new officers are Richard Elliott, WCFL, vice president; Will Whitney, WGN, secretary, and Sam Paxton, WMBI, treasurer. All will serve one year.

Retiring officers are Charles Ahrens, United Press, president; Spencer Allen, WGN-TV, vice president; Mr. Elliott, secretary, and Donald McGibney, treasurer. The group plans to work closely in making local news sources more radio conscious.

SAN FRANCISCO branch of American Assn. of University Women presented award to KNBC and Standard Oil Co. of California for *Standard School Broadcast* and *Standard Hour*.

## STANDING ROOM ONLY

These monkeys have every seat in the theater. The show must be good to play to such a packed house.

Just like the shows on W-I-T-H. Day after day, night after night, W-I-T-H attracts more *home* listeners-per-dollar than any other station in Baltimore. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H.

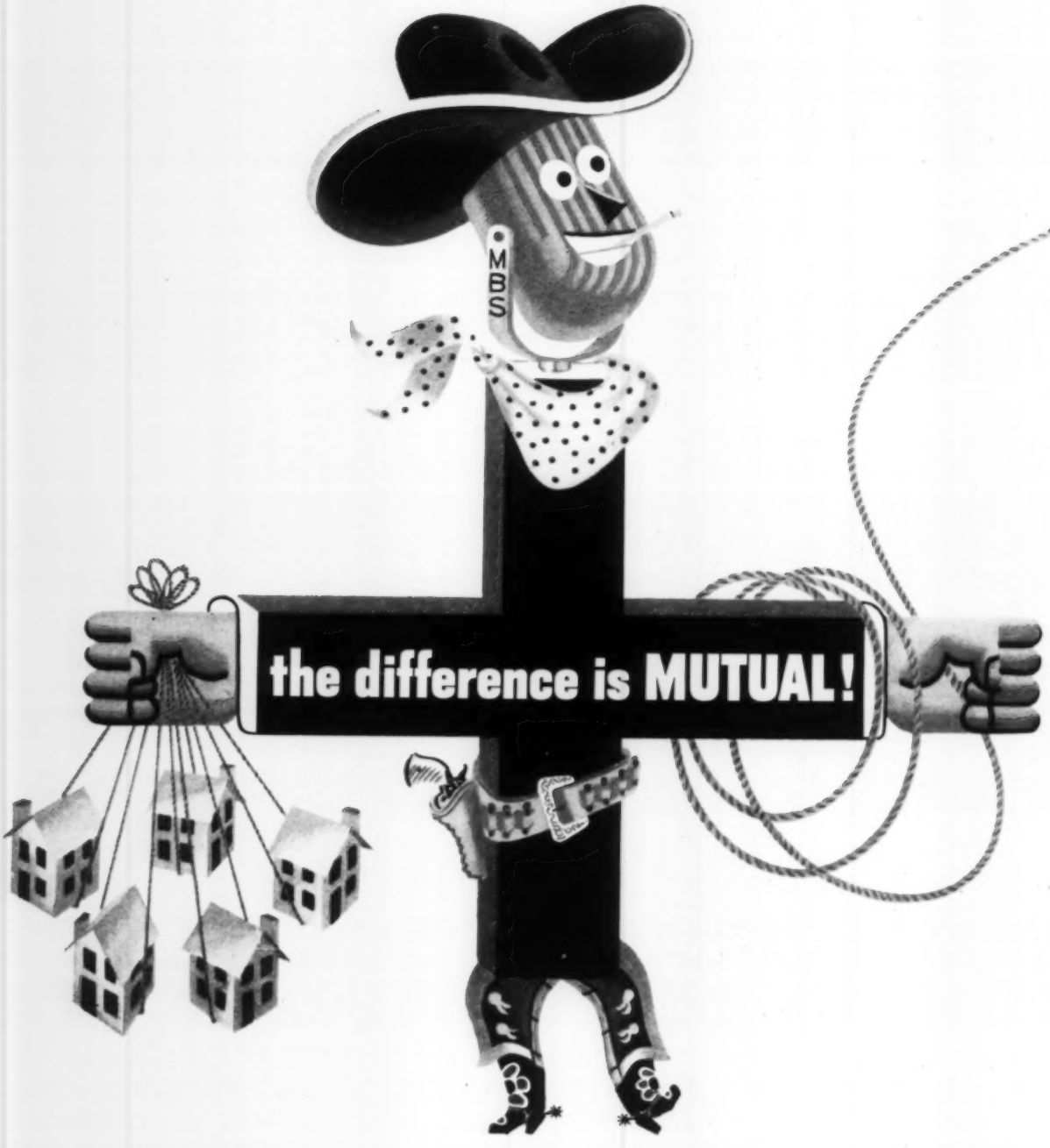
That means low-cost results. That means that *small* appropriations accomplish *big* results on W-I-T-H. Call in your Headley-Reed man and get the full W-I-T-H story today.

**WITH**

**BALTIMORE, MARYLAND**

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

# How to Get



# Every Sixth Radio Home . . . FREE

After serving as the "different" network for nearly 15 years, we now find that difference *branded*—in earthy, fiscal terms—by the authoritative Mr. A. C. Nielsen. His studies reveal that the price of five radio homes on other networks will get you six on Mutual. In terms of actual audience *millions*, this plus can shape a Rainier-size peak on your sales horizon.

One thing we like about the Nielsen "Homes per Dollar" Index is that it reports just that. It takes full note of ratings, but it keeps an equally clear eye on the *cost* of each rating. By dividing net time *and* talent costs into homes actually delivered, it comes up with data to warm the heart of any comptroller.

Another thing we like about the Index is the way it weighs all four networks – strictly by homes-per-dollar – during the latest winter-peak period of January-April, 1949:

| Average Once-A-Week Commercial Program on | Radio Homes Delivered per Dollar of Actual Cost |
|---|---|
| All 4 Networks | 336 |
| Other 3 Networks | 328 |
| **MUTUAL** | **398** |

Based on Total Audience data. Programs sponsored by religious organizations omitted.

Here is dollars-and-sensible proof of the matchless economy of network radio...the nation's only true mass medium. Here, too, is challenging evidence of how much more *your* radio program can accomplish on this "different" network.

**The Difference is MUTUAL!**

+

**REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:**

Lowest Costs, Hookup by Hookup, of All Networks
500 Stations; 300 the Only Network Voice in Town
Maximum Flexibility for Custom-Tailored Hookups
'Where-To-Buy-It' Cut-Ins Available at No Extra Cost

the **mutual** broadcasting system

# Editorial

## Little Rock Bottom

WHERE DO WE go from here, now that the Supreme Court for the second time within a month has refused to review the onerous Little Rock municipal tax case? This is potentially the most dangerous assault upon radio's freedom ever dreamed up by municipal authorities in their lust for revenue.

The Little Rock levies—$250 per station as an "occupation tax," and $50 per head per year for each station employe who sells (and who doesn't)—could wreak havoc in every community in which a station is located. The fact that a station may be losing money is of no avail, since this is an impost on the right to do business.

These municipal levies are likely to propagate faster than rabbits, now that the Supreme Court has cleared the way. The Court stated simply that its first refusal to review was "for want of a substantial Federal question." It said nothing the second time.

It is difficult to comprehend how any question could be more fully imbued with *Federal* aspects than the welfare of radio stations. In a recent case in Pennsylvania involving proposed TV censorship, Chief Judge William H. Kirkpatrick of the District Court said unequivocally that the proposed censorship was invalid because it would impinge upon interstate commerce in a field which Congress had "preempted." Moreover, he held it would constitute an unreasonable burden on interstate commerce.

Whether it's censorship in Pennsylvania or a tax in Little Rock, Ark., it's still interstate commerce. The court records are replete with similar judgments—until the Supreme Court, with a twist of its juridical wrist, tossed the Little Rock case out, sans a written opinion.

Radio will be on the *qui vive* for the very next test case. We should like to see it develop in a state like Pennsylvania, or New York, where there are aggressive broadcasters in sufficient numbers to see that an optimum case is presented. This is not to disparage the Little Rock broadcasters, who strove vainly to reverse the state court, but who necessarily were limited as to available funds for handling such complicated and delicate litigation.

On the next occasion, we are confident, the NAB will pitch in from the start with best counsel procurable. Indeed, we feel it would not be amiss for President Justin Miller himself to participate as chief counsel in this sphere of Constitutional law in which he is so well versed.

## Home, Sweet Home

HAVE YOU ever tried to carry a crate of grapefruit piggy-back from a skyscraper office to a cab; thence to the station to catch the 5:15? Or perhaps a Smithfield ham from Virginia, an oversized carton of dates from Arizona, cigars from Puerto Rico, a hickory smoked turkey from the Catskills, and two gallons of maple syrup from Vermont? At this season, when Kris Kringle begins his jaunts from the hinterlands to agency, advertiser, network and station offices, the beleagured but none-the-less grateful recipients wonder whether the donors realize that people do not live at their offices, despite the grinding radio pace. They can't say so openly without looking a gift horse in the mouth, but they'd much prefer that you ask their secretaries about that Home, Sweet Home address.

## AM Lives; So Does NARBA

TRAGEDY on the air-waves was averted last week.

In a surprising move that ran counter to recent diplomatic experience, the U. S. delegation to the NARBA conference in Montreal rejected Cuba's untenable demands for AM assignments that would have pulverized service in large areas of the United States.

Action came by mandate of a singularly alert and informed State Department. It overruled the FCC, which previously had voted 4-1 *in favor* of a treaty at Cuba's terms.

The end achieved—a recess—is desirable. It means simply that a crisis has been stemmed. The second session of the Third NARBA Conference convenes in the United States on April 1. Certainly Cuba should scale down its demands. It is to be hoped Cuba will promptly return to the pre-conference "status quo" by removing from our channels those stations now playing ned.

This hiatus is no permanent solution. Rejection of Cuba's treaty demands was premised not only upon their Gargantuan scope, but also upon the manifest undesirability of devising continental allocations without knowledge of the allotments to Canada and Mexico, as well as the lesser signatories. NARBA must consider the entire mosaic rather than a small section thereof. We can't conceive of one much more minute geographically than Cuba.

We, who had harsh words last week for the State Department, now doff our hats to Under Secretary of State James Webb and his telecommunications experts. That action, of course, was not wholly spontaneous. The Department had heard from many broadcasters and many people in public life, including Senate Majority Leader Scott Lucas. It was abundantly clear that even if we had capitulated—as the FCC first agreed—there would be opposition to Senate ratification. Strong medicine, that.

What motivated the FCC to vote for a treaty we cannot fathom. Only Comr. Sterling—an engineer—of the five who voted, sang solo against Cuba's terms. He thought it was too high a price. His judgment was vindicated not only by the State Department reversal but also when Cuba made an 11th-hour proposal substantially modifying downward its previous "minimum requirements."

And at the 11th hour and about 59 minutes, Cuba became unglued again and offered wide-open proposals that even the FCC couldn't stomach.

Delegation-Chairman Hyde has handled a rough assignment as best he could. His job, we presume, was to get a treaty on the best terms possible. He was under State Department rather than FCC direction and his final instruction was against a treaty now. We think the FCC advice was sour. The fact that it did not sway the State Department is a tribute to that agency and to the fast footwork and head-work of the broadcasters and their attorneys and engineers who were effective in getting the Senators and Congressmen on the job despite the Congressional recess.

There should be no recriminations now. The FCC knew it had handed Mr. Hyde the always sticky job of attempting to compromise an inevitable NARBA dispute. It should have been obvious, however, that Cuba's demands would have delivered a solar plexus blow to American radio.

So AM lives and NARBA lives, too. This, however, represents merely the negotiation of the first phase. The second comes in February in Havana, and the third somewhere in the U. S. April 1. As always, vigilance is the price of radio liberty.

## Our Respects To—

LEWIS SCOTT FROST

WHEN Lewis Scott Frost began his business career as a serious, young accountant, few of his friends would have wagered any serious money that his nighttime hobby of theatricals could ever become the ultimate influence in the young man's life. But many successful careers have grown out of casual hobbies, and Lew Frost is an outstanding example of this evolution.

Today he serves as executive assistant to Sidney N. Strotz, NBC administrative vice president in charge of the Western Division.

Following graduation from West Denver high school in Colorado, where he was active in athletics and dramatics, Mr. Frost wanted to go to work. He spent a relatively brief interlude with a photo supply company, then applied for a spot at Continental Oil Co. in Denver. After doctoring his real age a bit, he was considered most desirable and hired as an office boy. Not too long thereafter when an opening came in accounting Mr. Frost was promoted. During the day he distinguished between debits and credits; at night he was busy with theatrical activities—performing, writing, producing and directing. The background of business and show-business were to stand him in good stead for his ultimate career with NBC.

All told, Mr. Frost spent 14 years with the Continental Oil Co., rising to the post of assistant chief accountant. Aside from his interest and participation in dramatics, all of which enhanced his standing no little, he also acquired considerable respect for talent as an organizer—organizing entertainments like dances for employes and managing the company's baseball team. In addition he worked with the advertising department, addressing luncheon clubs in the interest of public relations.

Finally, when Continental decided to shift the bulk of its operations from Denver to Ponca City, Okla., Mr. Frost decided to come to San Francisco in 1929. There he joined RCA as advertising manager. When the company started sponsorship of a radio program he became interested in the medium and this marked his decisive transition to the broadcasting business.

Joining NBC in April 1930 in charge of program traffic, he soon advanced to assistant production manager in December 1931. And in May of the following year he was appointed production manager, with still another promotion to western program manager in October of the same year.

As such, Mr. Frost became responsible for numerous transcontinental and Pacific network

*(Continued on page 71)*

*Whether you sell...* **A**rchitects' **B**uildings . . . **C**aloric **D**inners **E**ffecting **F**avorable **G**astronomical **H**appiness . . . **I**ntricate **J**ade **K**nick-**K**nacks . . . **L**ovely **M**aidens' **N**egligees **O**r **P**ajamas . . . **Q**uality **R**etail **S**taples . . . **T**apestry **U**pholstery . . . **V**eneered **W**ooden **X**ylophones . . . **Y**achts . . . **Z**ippers . . . Better Buy Radio . . . Better Buy WGN!

***Yes, from A to Z,*** **WGN** can do a selling job for you. And currently WGN has a fabulous array of new shows available that are the most potentially potent, high-rated sales makers WGN has ever offered to sponsors. Here's your opportunity to sponsor great name programs featuring star studded casts . . . at a cost designed to fit any pocketbook. Just look at this list of programs and the amazing galaxy of stars—THERE'S A SHOW HERE TO FIT YOUR NEEDS!

### M-G-M THEATER

A weekly, hour-long dramatic program featuring great screen plays with TOP Metro-Goldwyn-Mayer stars . . . including Marlene Dietrich, John Garfield, Brian Aherne, Van Heflin, Margaret O'Brien. Here's a show comparable to the best, at considerably less cost.

### THE *Adventures* OF DR. KILDARE!

Now, this unforgettable show comes to the air, with the popular stars that listeners remember . . . LEW AYRES and LIONEL BARRYMORE. Here's a half hour once-a-week show of thrilling, wonderful listening.

### AT HOME WITH *Lionel Barrymore*

Three fascinating quarter hour visits per week with one of the most colorful, beloved stars of stage, screen and radio. A sparkling addition to your radio sales staff.

### MAISIE

A half hour each week of hilarious adventure starring the one and only ANN SOTHERN in her original role. A sure fire winner in any radio schedule.

### CRIME DOES NOT PAY

Thirty minutes, once a week, of tense, terrific entertainment. Screen Academy Award Winner, now on radio with a top cast, headed by a well-known Hollywood player each week. A sure favorite with listeners.

### JUDGE HARDY'S FAMILY

Once-a-week, 30 fun-filled minutes with America's funniest family . . . featuring the stars who made the Hardy Family so famous: MICKEY ROONEY, LEWIS STONE and FAY HOLDEN. You can't miss the family audience with this great feature.

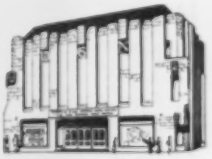
***Don't Delay... make your Best Buy today with WGN!***

**WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report**

*A Clear Channel Station... Serving the Middle West*

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

**RADIO newswriting award for outstanding performance in 1948 is presented to Merrill Mueller (l), NBC's London manager, by Carl R. Kesler, Chicago *Daily News* state editor and new national president of Sigma Delta Chi, at the professional journalism fraternity's 30th national convention in Dallas. The award was made at a luncheon given by the Dallas *Morning News* and its affiliate WFAA.**

# BOY SCOUTS

## Radio To Aid N. Y. Drive

TWO programs per week per station is the cooperation being sought by the Greater New York Councils of Boy Scouts of America for the $2 million drive to open Jan 4.

The request was put to radio and television executives at a luncheon held for them by the Scouts last Wednesday at New York's Roosevelt Hotel. Edward F. Thomas, vice president of Geyer, Newell & Ganger Inc., New York, and chairman of the council's public relations committee, asked that stations, by donating that much programming, better last year's contributions of two programs per station during the campaign's eight-week run.

Stations were asked, in addition, to schedule live 20- and 50-second spots whenever possible, and the council's transcribed minute announcements featuring civic and show business celebrities. They were asked to dedicate programs to the scouts, and to ask individual commentators, sponsors and agencies to cooperate in the campaign, which runs through February.

William E. Berchtold, executive vice president of Foote, Cone & Belding, and chairman of the 1950 businessmen's committee for the finance campaign, asked that saturation be reached for at least one week by each station, and that preference be given to the start of the campaign. Warren Jennings, New York representative of WLW Cincinnati, and chairman of the Council's radio committee, presided. All station executives present agreed to fullest cooperation.

Those present were:

Zac Freedman, Coll & Freedman, vice chairman, public relations committee, Greater N. Y. Councils; Harvey J. Gannon, WNBC; Clarence Worden, WCBS; Gene Fitts, WOR; Florence Morris, WJZ; Hank Morgenthau, WNEW; Ted Estabrook, WNBT (TV); Lee Bland, CBS-TV; John Neal, WINS; Louis J. Carino, WMGM; Pat Hurley, WQXR; Tom Morgan, WOV; William Moore, WBNX; Harold Hirschmann WAEF (FM); Charles Barkley, WGYN-FM. All are New York stations.

# NATIONAL GUARD SUCCESS

## Radio Credited in Recruiting Drive

COOPERATION of the radio industry was a "major contributing" factor in the successful windup of the National Guard's two-month recruiting campaign which closed Nov. 19. This statement was made by Maj. Gen. Kenneth F. Cramer, NG bureau chief, last Thursday.

The recruiting drive, which exceeded original objectives set for the campaign, was sparked by a national public information program. Maj. Ernest L. Smith, a veteran of the radio industry for some 16 years and for the past year chief of NG's information office, initiated and guided the plan.

The program was launched Sept. 19 when the Guard's total aggregate strength comprised 363,760 officers and enlisted men. The nationwide program, with radio playing a major role, much of it on a public service basis, shot the total up to 391,165—surpassing NG's previous personnel top during World War I. Cooperation of advertisers also was cited as another success factor.

Major Smith formerly was program director at WBIG Greensboro, N. C. He also helped establish, in 1946, KTIM San Rafael, Calif., a 1 kw station licensed to Marin Broadcasting Co. Major Smith served as vice president and general manager of the outlet in which he held part ownership at one time.

A highlight of the two-month drive was the success of the National Guard's 13-week dramatic show. Produced in Hollywood by C. P. MacGregor, it was carried by over 800 stations as a public service. The series, an open-end package deal featuring top Hollywood talent, has drawn such favorable station response that another 13 week series is being made, General Cramer said.

Only expense attached to airing of the series was that involved in producing the programs. Stations were solicited on a voluntary basis [BROADCASTING, Sept. 12].

The Guard also drew on the support of over 700 advertisers, with the blessing of The Advertising Council. Of these, over 125 cooperated with NG by including "plugs" in their national or regional radio programs, and in other advertising media.

Recruiting spots averaging two per week per station represented one phase of the NG budget, said to approximate an outlay of between $45,000 and $50,000 for the campaign. Some 1,700 stations were selected by state adjutant generals.

## Coast Guard Show

U. S. Coast Guard through its agency Newell-Emmett Co., New York, will sponsor an all-star variety show on CBS, 10:30 p.m. on Dec. 20. Robert Q. Lewis will be m.c. Stars appearing will include Peggy Ann Garner and Earl Wrightson. The program will mark the 20th anniversary of the founding of the present site of the Coast Guard Academy in New London, Conn. The show will be produced by George F. Foley Jr. of N-E and James Lister for the Coast Guard.

# *NEWS DINNER*

## *Committees Are Announced*

WILLIAM R. McANDREW, NBC Washington, will head the committee charged with providing entertainment at the Radio Correspondents Assn.'s eighth annual dinner for the President to be held at Washington's Statler Hotel Feb. 4. Other committee assignments also were revealed last week.

The dinner committee is headed by Elmer Davis, ABC commentator, president of the correspondents' group, and Bill Henry, MBS, general chairman, who serve as ex-officio members of all committees. The two news analysts were slated to visit New York last week to arrange details for the dinner.

NBC will handle arrangements for entertainment at the 1950 dinner. Serving Mr. McAndrew are Hollis M. Seavy, MBS; Walter Compton, WTTG(TV) Washington, and Theodore F. Koop, CBS. Other committee personnel:

Seat arrangements—Albert L. Warner, ABC, chairman; Francis W. Tully Jr., Yankee Network; George E. Reedy, Arrowhead Network; Membership and guest lists—Bill Shadel, CBS, chairman; Bryson Rash, ABC; D. Harold McGrath, Senate Radio Gallery, and Messrs. McAndrew, Koop, Compton, Tully, and Seavy; Secret service contact—Mr. Rash, chairman; William Hillman, MBS; Robert M. Menaugh, House Radio Gallery, and Mr. McGrath; Cocktail party—Earl Godwin; NBC chairman; Roger Coelos, DuMont; Eric Sevareid, CBS; President's reception and gift—Mr. Davis; Reception—Messrs. Hillman, McGrath, and Menaugh; Printing—John Edwards; ABC chairman; Ticket delivery—Mr. Menaugh; Head table—Rex Goah, Transradio Press, chairman; Howard Kany, AP Radio; George Marder, UP Radio; Flowers—Ann M. Corrick, Transradio Press, chairman; Nancy Osgood, NBC.

# WWCA GARY OPENS

## Uses Music, Sports Format

GOVERNOR Henry Schricker of Indiana will throw the switch sending the new 1 kw WWCA Gary on its coverage of the Calumet area at 8 p.m. today (Monday). Formal opening will be from the stage of the Hotel Gary's Crystal Ballroom. Scheduled to appear on the dedicatory program are FCC Chairman Wayne Coy, Sen. Homer E. Capehart of Indiana and Reps. Ray J. Madden and Charles A. Halleck. The Mayors of Gary and Hammond also will attend.

Station will operate on 1270 kc with symphonic music and local sports predominant in its 20-hour schedule. It is owned by 13 Gary civic and business leaders, among them Dee O. Coe, president and general manager. WWCA will cover basketball games at Valparaiso U., and Gary, East Chicago, Hammond, Griffith, Whiting, and Hobart high schools.

# *AFRA VS. WATL*

## *Union Files 60 Exceptions*

AFRA's New York office last week disclosed that the union has filed some 60 exceptions to an intermediate report filed by an NLRB trial examiner dealing with collective bargaining negotiations between WATL Atlanta and the talent union.

The recommendations, filed by NLRB Trial Examiner Hamilton Gardner and released by the labor board early this month, were based on findings that WATL, owned by J. W. Woodruff Sr. and licensed to Atlanta Broadcasting Co., had consistently bargained "in good faith" with both AFRA and IBEW, and that the station also had engaged in unfair labor practices only to the extent of questioning employes' union affiliations. BROADCASTING, Dec. 5, incorrectly said the report was "filed by NLRB" rather than released by NLRB.

The labor board will review the exceptions before handing down a decision. Had no exceptions been filed, the recommendations would have been put into effect 20 days after notice of preliminary findings. In a "substantial number of cases," recommendations of the trial examiner usually are upheld, a NLRB spokesman said.

## FIRST 15 PACIFIC HOOPERS—November 1949

| Program | No. of Stations | Evening Sponsor & Agency | Hooper | YEAR AGO Hooper | +or— | Pos. |
|---|---|---|---|---|---|---|
| Charlie McCarthy† | 6 | Coca-Cola Co. (D'Arcy) | 35.9 | 20.9 | +15.0 | 6 |
| Jack Benny† | 6 | American Tobacco Co. (BBDO) | 34.9 | 33.3 | +1.6 | 1 |
| Walter Winchell (two months)† | 6 | Kaiser-Frazer (Weintraub) | 27.0 | 21.5 | +5.5 | 5 |
| Fibber McGee & Molly | 6 | S. C. Johnson & Son (NL&B) | 23.9 | 26.9 | —3.0 | 2 |
| Radio Theatre | 6 | Lever Bros. (JWT) | 20.9 | 20.4 | +0.5 | 7 |
| Red Skelton | 6 | Procter & Gamble Co. (B&B and Seeds) | 20.9 | 15.2 | +5.7 | 15 |
| People Are Funny | 6 | B. & W. Tobacco (Seeds) | 20.7 | 16.6 | +4.1 | 12 |
| Bing Crosby | 6 | Liggett & Myers (N-E) | 20.6 | 22.4 | —1.8 | 4 |
| Bob Hope | 6 | Lever Bros. (BBDO) | 19.2 | 24.9 | —5.7 | 3 |
| My Friend Irma | 6 | Pepsodent Div.-Lever (FC&B) | 18.8 | 17.0 | +1.8 | 11 |
| Inner Sanctum | 6 | Emerson Drug Co. (BBDO) | 17.4 | 11.2 | +6.2 | 42 |
| Horace Heidt | 6 | Philip Morris (Biow) | 16.9 | 19.9 | —3.0 | 8 |
| Burns & Gracie | 6 | Block Drug Co. (C&P) | 16.7 | 15.4 | +1.3 | 14 |
| Take It or Leave It | 6 | Eversharp Inc. (Biow) | 16.5 | 15.5 | +1.0 | 13 |
| Our Miss Brooks | 6 | Colgate-Palm.-Peet (Bates) | 16.5 | 8.3 | +8.2 | 69 |

† Second broadcast on same day provides more than one opportunity to hear program.

## PEGLER SUIT

### Pearson Increases Sum

DREW PEARSON, ABC commentator and newspaper columnist, last Wednesday filed a motion in New York Supreme Court to amend his original complaint against Westbrook Pegler, raising the damages sought from $500,000 to $1,200,000.

Mr. Pegler countered the next day with a column renewing his attack on Mr. Pearson, whom he called "droop," with a lower case "d." In the column, Mr. Pegler also attacked members of the new law firm representing Mr. Pearson. The firm is Poletti, Diamond, Roosevelt, Freidin and Mackay, of which Franklin D. Roosevelt Jr. is a member.

Mr. Pegler quoted his own answer in the case which charged that Mr. Pearson "has acquired enormous power by his fantastic lies over a national hookup."

Mr. Pearson, whose motion to amend the complaint will be heard tomorrow (Dec. 13), added to his libel charges against Mr. Pegler the further charge that Mr. Pegler violated a 1946 agreement between them that neither would comment adversely upon the other.

Mr. Pearson is now asking $300,000 from King Features and Mr. Pegler jointly; $200,000 from Mr. Pegler for violation of the alleged agreement; $200,000 from King Features alone, and $500,000 from Hearst Consolidated Publications Inc.

## FREEDOM THREAT

### Seen in Press Rates

THREAT to world-wide freedom of information is inherent in regulations dealing with press communications adopted by the International Telephone and Telegraph Conference in Paris, FCC was told last week in statement by Gen. Julius Ochs Adler, vice president and general manager of the New York *Times*. The press communications are employed by both radio and newspapers.

His statement was presented to FCC by Cranston Williams, general manager of the American Newspaper Publishers Assn., of whose Press Communications Committee Gen. Adler is chairman. The statement was made part of the Commission's complex and long pending further hearing into overseas telegraph rates and practices, held last week.

Gen. Adler pointed out the conference had rejected the major proposals of the American delegation which had the support of both the U. S. press and carriers. These concerned revisions which would have extended on world-wide basis the general U. S. practice of handling press administrative traffic at press rate tariff and complete revision of the article regulating radio communications to multiple destinations to bring it into line with American practice, including authorized reception in all countries by private radio receiving stations.

Urging FCC to take measures to minimize the harmful effects of the new international regulations, Gen. Adler said "we cannot help feeling that the Paris conference was stacked against the press, not only the American press but the world press." He indicated the restrictions allowed would permit further limitations on news dissemination, especially from those countries favorable to such limitation.

**EXECUTIVES of KRMG Tulsa and officials of John Blair & Co., Chicago, met in Tulsa Dec. 1 for a consultation on plans for the new station's opening, expected before the first of the year. L to r are: C. B. Akers, vice president of KRMG; John Blair, of John Blair & Co.; Robert B. Jones Jr., KRMG general manager, and Wells Barnett, Blair Co. Owned by Sen. Robert S. Kerr (D-Okla.) and associates, KRMG will be represented by the Blair Co. and will operate on 740 kc with 50 kw. Station will be an ABC affiliate.**

## LOBBYING REPORT

### Basis for House Probers

A REPORT on lobbying activities, released last week by the Library of Congress, will serve as a working basis for the newly-formed House Select Committee on Lobbying Activities when it launches proposed hearings next January. The report, compiled by the Library's legislative reference service, found that lobbyists outnumbered Congressmen on Capitol Hill during 1947 and 1948 by at least three-to-one—placing the total lobbyists well in excess of 1,500.

Representatives of several government departments and agencies —among them, the Justice Dept.— will be asked to testify at the January hearings of the committee, whose chairman is Rep. Frank Buchanan (D-Pa.). The report said that $3,500,000 was spent by lobbyists during the first half of 1948 alone, and while representatives of many corporations had registered in compliance with the 1947 Lobbying Act, they felt no violation would be involved if they had failed to register. Misunderstanding over registration requirements will be explored during the hearings.

## WNAX INGENUITY

### Fast Coverage of Gun Battle

THE ingenuity of two newsmen at the Sioux City studio of WNAX Yankton-Sioux City was severely taxed last week, but before the day was over the pair had come through with flying colors.

A desperado who had terrorized the Midwest during an 11-day manhunt was shot and killed at 10:30 a.m., Sunday, Dec. 4, on a country road in Southeast Nebraska. While preparing his 12:45 p.m. news show in Sioux City, WNAX Newsman Bob Buchanan learned that the gunman had been killed by W. W. Smith, Kansas state patrolman. From his home in Sioux City, Newsman Bill Slattery began making phone calls all over the area of the capture in an effort to contact Patrolman Smith. Finally Mr. Smith was located but by this time Mr. Buchanan had already gone on the air.

Mr. Slattery set up a three-way conference telephone hook-up between his home, Patrolman Smith and the WNAX Sioux City studio. He was cued into the broadcast by a radio tuned in to Newsman Buchanan. By use of the phone hook-up, WNAX listeners were able to hear Mr. Slattery's interview with Patrolman Smith, less than three hours after the gunman was killed.

## FULTON LEWIS

### Starts Chain Reaction

CHARGES that the late Harry Hopkins gave vital atomic secrets to Russia during the war, brought out during the Dec. 2 MBS commentary of Fulton Lewis jr., stirred the nation last week as an investigation was started by the Joint Congressional Atomic Energy Committee.

Mr. Lewis presented on his program George Jordan, former Air Force major. Mr. Jordan supplemented his charges last week with allegation that Mr. Hopkins was instrumental in sending uranium to Russia as well as radar secrets.

The revelations brought mixed editorial reaction. The liberal *New York Post* started a series of articles titled "Reaction's Golden Voice" and castigated Mr. Lewis editorially. The more conservative *Washington Star* said the charges "are serious enough to warrant a thorough investigation to determine whether there is factual justification for them or whether they are merely a lot of irresponsible poppycock."

Newspapers everywhere devoted large amounts of space to reports of the atomic committee's investigation as well as to further charges by Mr. Jordan in a news conference.

## ABC'S TOP TEN

### A-Bomb Story Heads List

THE discovery that Russia has the atom bomb, and the pennant races of the New York Yankees and Brooklyn Dodgers were voted last week by coast-to-coast ABC news editors to be 1949's top news and sport stories, respectively.

Top 10 news stories according to the ABC poll are:

1. Russia Gets the A-Bomb
2. Lifting of the Berlin Blockade
3. Chinese Communist Victory
4. Formation of North Atlantic Alliance
5. Tito's Break with Moscow
6. Devaluation of British Pound
7. Conviction of 11 Communist Leaders
8. Pickup in Business
9. Fight over Unification of Armed Forces
10. Kathy Fiscus Tragic Death in Well

## NARND MEET

### Set for Chicago in 1950

CHICAGO has been chosen as site of the National Assn. of Radio News Directors 1950 convention, it was announced last week by First Vice President Ben Chatfield of WMAZ Macon, Ga. The city was selected from nine nominations, including Denver, Minneapolis, Boston, Washington, Miami Beach, Louisville, Dallas and Jekyll Island, Ga.

Mr. Chatfield, who will plan the convention program, will announce names of his committeemen "in a few weeks." Convention dates in the fall will be chosen at a board of directors meeting in Chicago after the first of the year.

## NARBA Recess

*(Continued from page 23)*

tol Hill and a feeling within the State Dept. that the proposal was untenable, were given credit for the ultimate decision to risk the prospects of a treaty in hopes of securing a less disastrous one later on.

Lone Commissioner holding out for the course which the State Dept. later adopted was George E. Sterling, who argued that the Cuban terms were too high a price to pay and that the U.S. should know the demands of all nations—including Mexico, which did not participate in the conference—before signing an agreement.

Opposing him within the Commission were Chairman Wayne Coy and Comrs. E. M. Webster, Robert F. Jones, and Frieda B. Hennock (Comr. Paul A. Walker was absent). Their position apparently stemmed from a desire to back up their fellow-Commissioner, Delegation Chairman Rosel H. Hyde, in his efforts to reach agreement, and also the belief that a charted course would be better than an uncharted one.

The final turn of events inspired a growing belief among observers that FCC would reactivate work on its long-pending clear-channel decision, in hopes of getting it out before the April 1 resumption of negotiations with Cuba. The case dates to early 1945.

The move for a recess in the conference's deliberations was made by Mr. Hyde at an 11 o'clock plenary meeting Thursday morning, which was followed by lengthy and often heated sessions in the afternoon and evening before the final recess was taken.

**CELEBRATING his 10th year in radio, Jay Stewart, m.c. of *ABC Suprise Package*, prepares to do some "cutting up." Group observing the anniversary includes (l to r) Frank Samuels, vice president in charge of ABC Western Div.; Mr. Stewart; John Jones, general sales manager of Globe Mills, sponsor of program; William Galbraith, Globe advertising manager.**

Mr. Hyde cited the U.S.-Cuban differences as "probably the outstanding reason" for the delay in conference progress but said "it does appear that further consultation between these two delegations can lead to a resolution of these difficulties." He continued:

"However, the time that would be required is uncertain and therefore it does not appear to us that other delegations should be expected to remain in conference while the U.S. and Cuba continue their discussions. Under the circumstances, it is the belief of my delegation that the wise course for us to follow at this point would be to recess the conference until a date in the not-too-distant future and we so move."

Mr. Hyde praised "the cooperative spirit shown by all delegations" and observed that "I think we can properly say that we have accomplished much and overcome many obstacles that earlier seemed to be virtually impossible of solution."

Throughout the final sessions, some observers held the belief that Cuban delegates, their hand called by the U.S. rebuff, hoped to delay further negotiations.

### Little Reservation Apparent

The Cubans appeared to accept Mr. Hyde's recess proposal with little reservation. But at least in some quarters it was feared they would seek to postpone the resumption until next summer when Congressional leaders are engrossed in re-election campaigns and may be expected to have less active interest in the negotiations.

Capitol Hill pressures were credited with a substantial role in the current developments.

A week ago Senate Majority Leader Scott W. Lucas (D-Ill.) served notice he would fight against ratification of any treaty incorporating the Cuban proposals [BROADCASTING, Dec. 5].

This declaration was followed up last Wednesday by Sen. Warren G. Magnuson (D-Wash.), a member of the Senate Interstate and Foreign Commerce Committee, who wired Under Secretary of State James E. Webb that "radio listeners and broadcasters in my section are badly upset by reports of acceptance (of) Cuban proposals which will open the door to chaotic conditions in radio reception."

Obviously referring to Mexico's failure to take part in the conference, he said: "If Mexico follows Cuba, there will be chaos in radio reception on the Pacific Coast and in my state of Washington—not only in the cities, but in sparsely settled areas where radio is an all-important factor in day-to-day living."

Sen. Magnuson called attention to Sen. Lucas' position and said "I sincerely hope this matter can be straightened out."

Given a channel-by-channel breakdown of the Cuban demands the previous week with the understanding that they were Cuba's minimum, FCC and the State Dept. on Monday commenced deliberations in earnest.

Chairman Coy conferred with Under Secretary Webb at noon Monday, and the Commission went into executive session at 2 p.m. Comr. Hyde, awaiting word in Montreal, was kept informed by both FCC Chairman Coy and State Dept. officials. Meanwhile Charles R. Denny, executive vice president of NBC and former FCC chairman, also conferred with Under Secretary Webb.

## FAST WORKERS
### On KLMX Transmitter

WHEN it comes to getting a transmitter ready for operation in record time, KLMX Clayton, N. M., says it can take its place among the champions. Three engineers from KVOR Colorado Springs, Colo.—Cozy Strang, Milton Norton and Bud Edmonds—were engaged to ready the KLMX transmitter. When the trio arrived on Sunday night, they found only a building and a tower. All the countless mechanisms were still in the shipping boxes. The men caught a few hours sleep and went to work early Monday morning.

Mr. Norton took over installation of the operating and music controls; Mr. Edmonds assembled the transmitter and frequency modulation monitoring equipment, and Mr. Strang laid the coaxial cable to the antenna and made the tower measurements. This was the first day's work. Tuesday morning, corrections and cleanup work was finished.

Just 41 hours and 20 minutes after Messrs. Norton, Edmonds and Strang walked onto the grounds, KLMX was ready to go on the air. The three attributed part of the speed they attained to the expert coffee brewing of Mike Dillon, a former KVOR announcer.

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REVENUE from commercial programs on Canadian Broadcasting Corp. stations and networks, increased from $773,521 in 1939-40 to $2,217,129 for 1948-49 fiscal years, according to a report tabled in the House of Commons at Ottawa on Nov. 30.


**FIGURE THE ODDS... by KXOK**

it's only 200 to 1 against your owning a plane by 1956

BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK . . . phone, wire, write for availabilities today . . . or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC

IN BIG ST. LOUIS

KXOK

## Revised List

*(Continued from page 23)*

tions, power increases were shown for many of the higher frequencies.

In submitting the "corrections," Dr. Jose R. Gutierrez, head of the Cuban delegation, said the changes conformed with assignments agreed upon by the U. S. delegation. U. S. officials reportedly were preparing a formal denial of the assertion that they had agreed to any assignments. When Cuban delegates were challenged on the point, they were said to have claimed privately that it was a mistake made in translating their statement from Spanish to English.

Channels on which the new Cuban list shows revised demands are listed below. Included are all channels originally marked as Cuban 1-A's, since the original list did not specify what powers would be used on many of them. "DA" means a directional antenna is proposed.

550 kc—Havana: Changed from Class 1, DA, to Class 1-B or a new class between 1-B and Class 2, with 10 kw, DA.

560 kc—Oriente: Changed from 250 w to 5 kw DA.

570 kc—Las Villas: Changed from Class 1, DA, to Class 1-B or new class between 1-B and 2, with 10 kw DA.

590 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B with 25 instead of 50 kw.

630 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B 25 kw, DA.

640 kc—Las Villas: Changed from Class 1, DA, to Class 1-A or 1-B, 15 kw, DA, instead of 50.

660 kc—Havana: Changed from 10 to 5 kw, DA.

690 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B, 50 kw, DA.

730 kc—Havana: Changed from 10 kw to 5 kw DA; Oriente assignment from 250 w to 1 kw.

810 kc—Oriente: Changed from 5 kw DA to 1 kw; new 1 kw assignment at Santa Clara.

830 kc—Havana: Changed from 5 kw DA to 5 kw day and 1 kw night, DA-N.

850 kc—Oriente: Changed from 2 kw DA to 250 w.

860 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B, 50 kw.

900 kc—Delete Matanzas 250 w assignment; 5 kw at Oriente unchanged.

910 kc—Las Villas: Changed from 5 kw or 10 kw with DA to straight 5 kw.

920 kc—Havana: Changed from Class 1, DA, to Class 1-B or new class between 1-B and 2, with 10 kw.

950 kc—Havana: Power remains 10 kw, DA, but classification changed from Class 1 to Class 2.

980 kc—Havana: Power remains 10 kw, DA, but classification changed from Class 1 to Class 1-B or new class between 1-B and 2.

1000 kc—Oriente: Changed from 1 kw or 10 kw with DA, to 1 kw or 5 kw with DA; Matanzas and Camaguey 250 w assignments remain.

1010 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B, with 25 kw, DA, instead of 50 kw.

1030 kc—Pinar del Rio: Changed from 250 w fulltime to 250 w daytime only; Las Villas: Changed from 250 w to 1 kw day and 250 w night; Oriente: 250 w unchanged.

1110 kc—Camaguey: Changed from 250 w to 1 kw day and 250 w night; Havana: 250 w unchanged.

1220 kc—Add Las Villas with 250 w; Oriente with 1 kw remains.

1230 kc—Camaguey: Changed from 250 w to 1 kw; Havana: 250 w unchanged.

1250 kc—Add Las Villas with 250 w; Oriente with 1 kw remains.

1300 kc—Camaguey: Changed from 1 kw to 2 kw.

1340 kc—Camaguey: Changed from 250 w to 1 kw: Matanzas with 250 w remains unchanged.

1370 kc — Camaguey: Changed from 250 w to 1 kw.

1470 kc—Camaguey: Changed from 250 w to 500 w; Matanzas with 250 w added.

1490 kc—Havana: Changed 250 w to 1 kw; Oriente with 250 w remains unchanged.

1560 kc—Havana: Changed from straight 5 kw to 5 kw or 50 kw DA; Oriente with 250 w remains unchanged.

**PITTSBURGH's Mayor David L. Lawrence (l) makes it official as he presses the button turning on equipment that put WWSW Pittsburgh's new 5 kw transmitter on the air Nov. 27. With Mayor Lawrence are Allegheny County Commissioner John J. Kane (center) and O. M. Schloss, WWSW president and general manager. Station also switched from 1490 kc to 970 kc.**

## ASCAP Attorney

FRED E. AHLERT, ASCAP president, announced Thursday the board of directors has designated Herman Finkelstein as general attorney. Mr. Finkelstein, Yale Law School graduate, has been the group's resident counsel for the past seven years. He is a member of the Copyright Committee, American Bar Assn., Assn. of Bar of the City of New York, International Law Assn. and Inter-American Bar Assn. Mr. Ahlert also said that the firm of Schwartz and Krohlich, New York, will continue as general counsel.

## Giveaways

*(Continued from page 23)*

the most ambitious is *Hollywood Calling*, NBC's somewhat faltering answer to the CBS snatch of Jack Benny. The first Hooper rating of *Hollywood Calling* last Sept. 15 was 4.1. By last week it had climbed to 5.6.

Gruen Watch Co., however, did not consider the rating improvement spectacular enough to justify its continued investment in the show. *Hollywood Calling* in another couple of weeks will be without a sponsor.

*Hollywood Calling* is the only NBC giveaway now using the telephone to permit participation by the home audience. ABC has three such shows—*Betty Crocker, Chance of a Lifetime* and, of course, *Stop the Music*. CBS has two, *Hit The Jackpot* (which will be dropped the first of the year by Plymouth-DeSoto) and *Sing it Again*, sponsored by Ludens Inc. and Carter Products. Mutual has no shows using a telephone.

Following is a list, by networks, of giveaways now on the air. In the case of those which were also broadcast a year ago, Hooperatings for this year and the same time last year are given. For purposes of definition, BROADCASTING has considered a program a giveaway only if the principal ingredient of the show is the giving of prizes.

| PROGRAM | Nov. 30 1949 Hooperating | Nov. 30 1948 Hooperating |
|---|---|---|
| **ABC** | | |
| Betty Crocker Magazine | 3.7 | 3.3 |
| Breakfast in Hollywood | 1.4 | 2.1 |
| Bride and Groom | 3.6 | 4.4 |
| Chance of a Lifetime | 7.3 | . . |
| Dr. I. Q. (moved from NBC) | 3.9 (ABC) | 7.4 (NBC) |
| Ladies Be Seated | 2.3 | 4.2 |
| Stop The Music | 10.6 | 16.9 |
| Share The Wealth | 4.0 | . . |
| Pick A Date | 2.8 | . . |
| Pillsbury Houseparty | 4.0 | . . |
| Talk Your Way Out Of It | 2.6 | . . |
| Think Fast | 2.6 | . . |
| **CBS** | | |
| Hit The Jackpot | 8.6 | 11.1 |
| Bob Hawk Show | 15.0 | 13.6 |
| Sing It Again | 9.2 | 8.8 |
| Give And Take | 7.0 | 4.9 |
| County Fair | 4.8 | 6.7 |
| Grand Slam | 5.9 | 7.3 |
| Groucho Marx (moved from ABC) | 16.6 (CBS) | 9.8 (ABC) |
| **MBS** | | |
| Queen For A Day | 2.6 | 3.6 |
| Ladies Fair | 1.5 | . . |
| *Quick As A Flash | 7.6 | 4.1 |
| Take A Number | 4.0 | 2.7 |
| Meet Your Match | 2.8 | . . |
| **NBC** | | |
| Truth or Consequences | 14.3 | 13.3 |
| People Are Funny | 15.0 | 13.9 |
| Take It or Leave It | 14.2 | 12.7 |
| Hollywood Calling | 5.6 | . . |
| Double or Nothing | 3.6 | 3.9 |
| Welcome Traveler (moved from ABC) | 2.9 (NBC) | 4.2 (ABC) |
| Break the Bank (Moved from ABC) | 11.7 (NBC) | 12.7 (ABC) |

* Quick as a Flash being dropped on MBS by Helbros Watches and picked up by Quaker Oats for a transfer to ABC.


WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

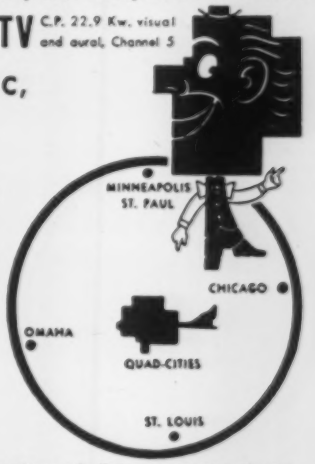
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

Monday through Sunday . . . morning, afternoon, evening . . . WOC Hooper Ratings average as much as 5.9 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area . . . proof of the listener-loyalty that makes WOC the Quad-Cities' FIRST station.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA




FREE & PETERS, INC., National Representatives

# RATE CARD CUTTING

### Can 'Smash' Spot Campaigns, Says Timebuyer

TIMEBUYER for one of the large automotive account agencies has condemned the practice by some smaller city and rural town stations of going to the local car dealer and quoting him a "local" rate after the agency has already set up a spot program. Speaking in an interview in Detroit, this buyer stated:

"If [this is] not stopped, spot radio will exist only in the metropolitan areas for factory-dealer programs. We will continue to buy this time, but may be forced to turn to other media in the rural belt."

His first experience came last winter when he presented an integrated spot program to the dealers' convention.

"When I quoted a rate of, say, $12, for spots in one area, a dealer stood up and said, 'I can get it for $5. How come?' How can you set up a program under those circumstances?"

Another evil that was mentioned was that of stations going to local dealers and trying to get existing campaigns changed to include their station rather than the first choice of the agency. Many times, because of personal relationships, great pressure can be brought to bear on the factory and its agency. He went on to say that a few forced changes like that could "riddle" a program.

"If the small towns are to be equal with a big city list, this practice must stop. Local rates can smash a program."

While admitting that the problem of deciding what was "national" and what was "local" was a tough problem for a station to solve, he gave this rule of thumb to apply to a situation:

**Entitled to National Rate**

"Any time buying that is done on a national, country-wide basis, and is supported in part, or in the main, by a factory budget should get the national rate, regardless of the fact that the local dealer's name appears in the commercial or ad. On the other hand, if it is a local or area campaign, unconnected with any national program in progress, paid for by the dealer, naturally he should get the rate earned by any local merchant."

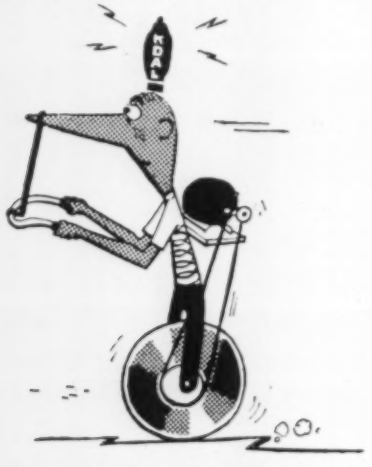
He cited the worst evil of this action to be the doubts that it casts in the minds of the client and dealers, of the agencies' sincerity in planning the most effective program at the lowest cost. He said:

"Anything that is even remotely a national account should get the national rate. In the long run it will mean more income and more business for all stations, than the present short-sighted actions can possibly bring."

Evidence that this practice was not yet industry wide was given by two other automotive spot buyers who claimed that they had had no trouble along this line as yet. Still another gave his opinion that, "We know the situation exists in radio, just as it does on many newspapers, but we don't know of any answer to it. It's always a ticklish question for media to decide."


# BIG WHEEL

DULUTH, MINN.—"Never a truer word has been spoke. Ouch! But KDAL *is* the big wheel in the Duluth-Superior Market," says Otto Mattick as he hurries along on his rearpulsion unimotodisc. No point in being modest about it. . . . C. E. Hooper shouts KDAL's audience dominance to the winds anyhow. And KDAL's Certified Promotion speaks for itself to advertisers who have enjoyed its sales-producing push! Why not put this combination to work for you in Duluth-Superior?




*Details? Ask Avery-Knodel. They'll tell you the whole KDAL story. Then get their ideas on how to have KDAL sell for you.*


# ALASKA'S KIFW

### Opens 45 Days After CP Issue

SOMETHING of a speed record for station construction was set by Alaska Broadcasting System when in 45 days it built and opened KIFW Sitka. Construction permit was granted Oct. 4, 1949, and the station officially took the air on Nov. 27.

Sitka has a population of more than 5,000 and is the fifth largest city in Alaska. KIFW operates with 250 w on 1230 kc and is owned and operated by ABS President William J. Wagner, who also operates five CBS-affiliated Alaska Broadcasting System stations in Alaska. All six stations are represented by Pan American Broadcasting, New York.

# TRANSIT BUSINESS

### Three Contracts Are Added

TRANSIT Radio Inc., last week announced the addition of three more contracts in four markets. They are:

Cowles Publications Inc., New York, for *Quick* magazine, using "music to ride by" in St. Louis and Cincinnati. Contract calls for 20 spots per week for eight weeks. Lydia Pinkham's vegetable compound and tablets has contracted for 40 spots per week in Wilkes-Barre, Pa., for a four-week test campaign. Agency is Erwin Wasey Inc., New York. Bristol-Myers for Ipana tooth paste has added Worcester, Mass., to its current Transit Radio test campaign. Agency is Doherty, Clifford & Shenfield.

## KXOK Buys KWK Tower

KXOK-AM-FM St. Louis, *Star Times* station, has purchased from KWK St. Louis the tower atop the local Boatmen's Bank Bldg., C. L. (Chet) Thomas, KXOK general manager, has announced. Also purchased from KWK were an FM transmitter and equipment. Mr. Thomas said the tower will be used also for television transmission when FCC approves the station's pending TV application. Purchase of the new transmitter also is subject to FCC approval and, Mr. Thomas said, KXOK will occupy the new quarters as soon as approval is received. The tower is 574 ft. above street level.

**PARAPHRASING the old saying that the proof of the pudding is in the eating, A. Siegler (r), executive of A. Siegler & Sons, builders, contracts for increase of his firm's radio advertising budget to a 400 spot announcement campaign over WSRS Cleveland. With him is Willard L. Dougherty, account executive. The home-building firm decided to expand its ad budget after the success scored by a five-minute program on WSRS.**

## Walter B. Wooden

WALTER B. WOODEN, 67, associate general counsel and head of Federal Trade Commission's appellate proceedings division, died last Tuesday in his Washington, D. C., home. He had been a government attorney for over 40 years. Mr. Wooden joined FTC in 1914 when it was organized, rising to assistant chief counsel in 1939 and to associate general counsel in 1946. He frequently represented FTC before congressional committees on legislation dealing with the commission. He wrote several articles covering aspects on monopolies.

## WIRE's Wires

WIRE Indianapolis wires were nearly too hot to handle for the Indianapolis telephone company fortnight ago when Art Mooney, guest on Jim Lowe's *The Lowe Downe*, offered listeners who called the station copies of his records and passes to the theatre where he was appearing. An estimated 500 calls swamped WIRE switchboards. The telephone company asked the station to have calls stopped because WIRE wires were so hot they feared the exchange might catch fire. Jim Lowe then asked listeners to stop calling, but not before the police department notified WIRE that it couldn't use its phones because it shared WIRE's exchange.

# PRESS-RADIO

## Ginzburg Opposes Quarton's Views

By BENJAMIN GINZBURG
President and General Manager
WNLK Norwalk, Conn.

THE ARTICLE of William B. Quarton on "Radio-Press," which is featured in BROADCASTING, Nov. 21, says in effect that when a policeman pinches a wrong-doer, the thing to do is to strike up an alliance with the wrong-doer and join together to fight the policeman.

The policeman in this case is the Federal Government, which is suing the *Lorain* (Ohio) *Journal* as a wrong-doer, on the ground that the paper sought to injure WEOL Elyria by refusing to accept advertising from merchants who advertised on the station. According to Mr. Quarton, WEOL did a very thoughtless thing in summoning the government policeman to take action against the *Journal*, and the result is likely to be a "knock-out blow" for both press and radio. . . .

I know that the big newspaper publishers and the big broadcasting networks sincerely believe that the freedom of the press is a mantle that covers all sins. Of course we daily hear from the genial president of the National Assn. of Broadcasters that any regulation by the FCC of the manner in which private licenses use the public's air waves is an interference with the freedom of the press and radio.

I am not surprised, therefore, to find Mr. Quarton, contending that Federal enforcement of the anti-trust acts—against a newspaper and on behalf of a little radio station—is also an interference with the sacred freedom of the press and radio. But I am a bit amazed that the editor printed Mr. Quarton's screed against the government without allowing himself at least an editorial twinkle in a footnote.

**[Editor's Note: BROADCASTING did its twinkling on the "Lorain Journal" case in its issue of Oct. 3—immediately following the Dept. of Justice action.]**

If the people of the United States allowed themselves to be guided by the pseudo-logic voiced by the big newspaper and radio interests, not only would they be powerless to regulate the newspaper and radio businesses, but they would be powerless to regulate other businesses as well.

It so happens that as the operator of a small radio station I am up against the same discriminatory situation as affected WEOL. For the life of me, I cannot see why it is such a bad thing to call in the government to clean up a rotten situation after all other means have failed. Of course I believe that cooperation between radio and the press on a public interest basis is mutually helpful and is helpful to the community. (Such cooperation, which I have freely offered in our own situation, may develop after the situation is cleaned up.) But I do not believe in cooperation against the community—or against the government, as Mr. Quarton suggests.

My advice to Mr. Quarton is not to run down the virtue of the government, nor to run up—if I may use the expression—the virtue of the organized newspaper publishers and broadcasters. The Founding Fathers had a more balanced view of the relations of people and government when they said, through the pen of Alexander Hamilton, that if men were angels, no government would be necessary; if angels governed men, no restraints on government would be needed.

As long as publishers and broadcasters are not angels, it is necessary to call in the government from time to time to check their bad practices. As for the bad practices of government—well, we still have the checks and balances written into the Constitution. The courts still function, and the Constitution still stands. And the very fact that Mr. Quarton is afraid of what the courts will do, indicates, to me at least, that he is not so much fighting against the abuses of government, as fighting for the preservation of special privileges for his industry.

## Direct Line

WEGO Concord, N. C., "Radio Voice of the *Concord Tribune*," and the local Boys Club of America have combined to give both an unusual distinction. WEGO recently installed a direct line to the club gymnasium and other points for regular and special broadcasts featuring interviews with club members. In addition to the regular program aired Tuesday, 5 to 5:15 p.m., WEGO used tape recordings of the group's grand opening. Frank Wade, club regional director, feels it was the "first club in the entire nation to have installed a direct line . . . using the facilities of a local broacasting station," according to Bob Raiford, WEGO program director.

## P&G SHIFT

### Three Day Show Changes

EFFECTIVE Dec. 12, Procter & Gamble, Cincinnati, will shift products and agencies on three of its daytime radio shows. On that day *Lorenzo Jones* on NBC, formerly sponsored by Sterling Drug Co., will be taken over by P&G for its Dreft, through Dancer-Fitzgerald-Sample, New York.

Meanwhile, *Welcome Travelers* on NBC, formerly handled by DFS, will switch to Biow Co. for Lava Soap and Spic and Span. Another daytime serial, *Big Sister*, on CBS, currently produced by Biow Co., will be serviced by Compton Advertising for Ivory Soap. James J. Seaborne has been named director of the show.

WCSS Amsterdam, N. Y., awarded Disabled American Veterans' Distinguished Service Plaque for outstanding contributions to cause of disabled veterans.

## 'MUSICAL BINGO'

### Liberty Scores Success With Novel Show

BELOW the Mason-Dixon Line, Liberty Broadcasting System listeners are playing *Musical Bingo* and network officials report more than ordinary success for the two-hour afternoon show. Played like regular bingo, the radio program's new twist is broadcast of songs, each representing a number.

Original idea for the show, conceived as a replacement for time left vacant by termination of major league baseball broadcasts, belongs to two LBS officers, Gordon McLendon, president, and also executive director of KLIF Oak Cliff, Tex., and Liberty's general manager, Jim Foster, who worked out the details.

The radio game was introduced on the air Oct. 3, and two weeks later Liberty affiliates "had nearly sold out and the response was something most program directors just dream about," Liberty says. To date, the network has given away about $50,000 worth of prizes. When a person looks at his card (given out by sponsors) and believes he has "bingoed," he is instructed to send a telegram to LBS headquarters in Dallas giving the numbers scored and his name and address.

Mr. Foster says the network has appointed a national agency to handle the game outside the Liberty area and reports interest by station owners as far away as New York, Chicago, St. Louis and points on the West Coast. He says Liberty officials currently are working to satisfy requests from a Canadian network.

Affiliates' managers also heap praise on Liberty. According to Liberty's reports on testimonials: Hugh O. Jones, WGCM Gulfport, Miss., says several sponsors hold huge bingo parties in their stores; Lloyd Hawkins, KLTI Longview, Tex., finds program sold out after first broadcast week, and R. H. Moore, WKAB Mobile, calls the game "the hottest and biggest thing I have run into on radio."


*It's a Great Combination*

ABC **WEAV** 1000 W 960 kc

PLATTSBURG, NEW YORK

Joseph Hershey McGillvra, Nat. Rep.

**Monday through Sunday, morning, afternoon and evening, WEAV-WENT SELLS more for less in these two rich markets.**

CBS **WENT** 250 W 1340 kc

GLOVERSVILLE—JOHNSTOWN

Joseph Hershey McGillvra, Nat. Rep.

## SESAC Purchase

*(Continued from page 29)*

Federation of Musicians apparently waiting for television to get into the black before starting a new welfare fund drive.

Warning that the Washington trend, while mildler, still moves toward a philosophy in which government seeks a larger share in control of broadcast content and supervision, Judge Miller said Blue Book advocates are watching for new opportunities "to throw that book at broadcasters."

Richard P. Doherty, director of the NAB Employe-Employer Relations Dept., addressed a well-attended session on station cost analyses and labor problems. Dr. Kenneth H. Baker, BMB acting president, was unable to attend the meeting because the second BMB study is nearing the final stage.

### 1950 Site

William T. Kemp, KVER Albuquerque, presented the case for Albuquerque as a 1950 meeting site and reminded that the sessions have never been held in the city. He felt it would "help the NAB cause" to let New Mexico broadcasters know that NAB recognizes there are 48, not just 47 states. He added that Judge Miller had assured him he favored Albuquerque as a site.

Like many other districts, the mountain group adopted a stiff resolution calling on the State Dept. and other government agencies to protect the rights of U. S. broadcasters and listeners through an equitable allocation of international frequencies [see NARBA story page 23].

The District 14 NARBA resolution noted encroachment of Cuban and Mexican stations on U. S. facilities, with resulting "unbearable and chaotic interference", emphasized the ill will created among U. S. citizens toward the Latin nations and called for return to the "good neighbor policy."

### Resolution Approved

District 14 adopted a resolution approving the board reorganization project and commending Judge Miller and staff for their part in executing the plan. High praise was given Mr. Doherty for work of the Employe-Employer Relations Dept., including the station cost studies.

The district urged that ASCAP TV contracts include the principle of clearance at the source and per program payments. A personalized NAB membership drive was advocated.

Steps to insure operation of a bureau of audience measurement were urged, along with a study of methods.

Tribute was paid Mr. Terry for his service to District 14.

The district staged its convention with a registration fee of $1. No special luncheons were scheduled.

Colorado stations took first steps toward creation of a state association, with indication an organization meeting may be held early in 1950.

## District 14 Registration

Gene Ackerley, KID Idaho Falls, Ida.; Burt Gordon Affleck, KSL Salt Lake City; D. J. Barker Jr., KVMV Twin Falls, Ida.; Victor V. Bell, Gilham Adv. Salt Lake City; Claude W. Cain, KWEI Weiser, Ida.; Frank C. Carman, KUTA Salt Lake City; Jim Carroll, KWYO Sheridan, Wyo.; Ed Cooney, KOPR Butte, Mont.; V. W. Corbett, KVOD Denver; George Cory, KUBC Montrose, Col.; Charles Crabtree, KEIO Pocatello, Ida.; Jack Crowley, KOTA Rapid City, S. D.; L. H. Curtis, KOVO Provo, Utah; Walter B. Davison, Lang-Worth, Hollywood; Robert J. Dean, KOTA Rapid City, S. D.; Marion Dixen, KSVO Missoula, Mont.; Paul S. Dixon, KSL Salt Lake City; R. P. Doherty, NAB, Washington; Glenn Dolberg, BMI, New York; Henry H. Fletcher and Ruthe A. Fletcher, KSEI Pocatello, Ida.; S. S. Fox, KDYL Salt Lake City; Robert D. Ellis, KGHF Pueblo, Col.; Norman Engstrom, KRJF Miles City, Mont.; Mr. and Mrs. J. P. Ernst, KWRL Riverton, Wyo.; C. Richard Evans, KSL Salt Lake City.

Florence M. Gardner, KTFI Twin Falls, Ida.; Earl Glade Jr., KDSH Boise, Ida.; Roscoe A. Grover, KSUB Cedar City, Utah; Wm. C. Groves, KFBC Cheyenne, Wyo.; D. Spencer Grow, KEXO Grand Junction, Col.; Kolin Hager, SESAC, New York; Lou Haller, KEYY Pocatello, Ida.; Eugene M. Halliday, KSL Salt Lake City; Ralph W. Hardy, NAB, Washington; Donald L. Hathaway, KSPR Casper, Wyo.; Carl Haverlin, BMI, New York; Bart Hazlett, Harry S. Goodman Co., New York; Con. Hecker, KVOD Denver; Arthur L. Higbee, KSUB Cedar City, Utah; Benj. H. Hollingworth, KSL Salt Lake City; Bert Horswell, C. P. MacGregor Inc., Hollywood; Rex Howell, KFXJ Grand Junction, Col.; Frederic Hufsmith, KSPR Casper, Wyo.; Frank E. Hurt, KFXD Nampa, Ida.; Eugene Jelesnik, KDYL Salt Lake City; Noel L. Jordan, U. of Denver, Denver; Douglas Kahle, KCOL Fort Collins, Col.; Wayne Kearl, KSL Salt Lake City; Wm. T. Kemp, KVER Albuquerque, N. M.; Keith Kerby, Keith Kerby Ltd., San Francisco; E. B. Kimball, KSL Salt Lake City; Mark Knight, AP, Seattle; C. M. Layne, KID Idaho Falls, Ida.; Dick Litfin, UP, Portland, Ore.; Bert Lown, Associated Program Service, New York.

Arch L. Madsen, KOVO Provo, Utah; Lorus A. Manwaring, KSL Salt Lake City; Don F. Martin, AP, Denver; Maynard Marquardt, World Broadcasting System, Hollywood; Paul McAdam, KPRK Livingston, Mont.; Frank C. McIntyre, KLIX Twin Falls, Ida.; Frank B. McLatchy, KSL Salt Lake City; Al G. Meyer, KMYR Denver; Al Meyer, KPOW Powell, Wyo.; Elwood Meyer, KYOU Greeley, Col.; Justin Miller, NAB, Washington; Maurice B. Mitchell, BAB, New York; Murray M. Moler, UP, Salt Lake City; George B. Morgan, KLO Ogden, Utah; Art Mosby, KGVO Missoula, Mont.; Lennox Murdoch, KSL Salt Lake City; R. J. Newman, RCA, San Francisco; Ken Nybo, KBMY Billings, Mont.; Clifford E. Ogden, Capitol Records Inc., Hollywood; Milo J. Petersen, KGEM Boise, Ida.; Donald R. Pinney, KBIO Burley, Ida.; R. Russel Porter, U. of Denver, Denver; George A. Provol, KDYL Salt Lake City; John R. Rider, SESAC, Inc., New York; Franz J. Robischon, KBMY Billings, Mont.; Joseph H. Rohrer, KROO Colorado Springs, Col.; James D. Russell, KVOR Colorado Springs, Col.; Helen Ryan, KGVO Missoula Mont.

Sal Scarpino, KFXJ Grand Junction, Col.; S. John Schile, Rock Mt. Broadcasting, Salt Lake City; Alex de Schweinitz, KBIO Burley, Ida.; Paul Segal, Washington; Russel Shaffer, KBOL Boulder, Col.; Ivor Sharp, KSL Salt Lake City; Juneau H. Shinn, KLIX Twin Falls, Ida.; Dewain Silvester, KOVO Provo, Utah; George Smith, Washington; O. P. Soule, KTFI Twin Falls, Ida.; Don Tannehill, KWYO Sheridan, Wyo.; Sherrill Taylor, KSL Salt Lake City; Lewis C. Teegarden, Standard Radio, Hollywood; Hugh B. Terry, KLZ Denver; Abbott Tessman, KEXO Grand Junction, Col.; Walt Varnum, RCA, Kansas City, Mo.; Walter E. Wagstaff, KIDO Boise, Ida.; Bill Warner, KSVC Richfield, Utah; Leonard Wasden, KID Idaho Falls, Ida.; Ralph C. Wentworth, BMI, New York; Mel Whitmire, KPOW Powell, Wyo.; Joe Wilkins, KFBB Great Falls, Mont.; J. E. Williams, KID Idaho Falls, Ida.; Lloyd E. Yoder, KOA Denver.

## RADIO WRITERS

### Sign New Terms With Nets

RADIO WRITERS Guild and ABC, CBS and NBC reached an agreement Wednesday on a new contract for staff news and continuity writers in New York. Concessions were won in job security and in commercial fees but there were no increases in basic pay scales.

At the final settlement, J. R. Mandelbaum of the Federal Mediation Service, was present. He brought the two sides together after they had reached an impasse and RWG had threatened a strike.

Job security provisions consist of new grievance procedures and increases in severance pay allowances. Under the grievance procedure, the RWG is said to have a 10-day period before a layoff becomes effective. In that period, RWG can take up the case with higher network executives. In the case of news staffers, a layoff of a man with four years standing can be taken to arbitration. The grievance machinery does not cover layoffs for "just cause."

For the first time, commercial fees were provided by contract for continuity writers who do shows which go commercial. Some staffers already have been paid such fees in spite of the absence of contracts providing for them.

A clause also provides that RWG can reopen the contract to negotiate for staffers doing scripts if RWG can show it has jurisdiction over television writers. The contract runs retroactively to Oct. 1 and will continue to Sept. 30, 1950.

## Edgar Bill Improves

EDGAR L. BILL, president of WMBD Peoria, Ill., and National Radio Personalities, is reported in "much better condition" at Chicago's Palmer House after a serious heart attack there Dec. 1 [BROADCASTING, Dec. 5]. The office of the house physician reported Mr. Bill will remain at the hotel for at least another week under 24-hour nursing care. Mrs. Bill joined her husband early last week.


SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

**BUSINESS *is* GOOD!**

*January through September, 1949, the Roanoke Market appeared among the Top Ten in the U. S. three times:

5th in March
8th in April
6th in September

**Roanoke, same nine months, was a Virginia Preferred-City-of-the-Month *every* month. Business is *UP* 4½% over the same period in 1948!

WDBJ is a *preferred* medium in a year-'round *preferred* market! Ask Free & Peters!

* Rand-McNally
** Sales Management

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives

WREN
-ABC-
*is the* PEAK *in* TOPEKA
REPRESENTED BY
WEED & COMPANY

# WNEW SALE

## *Formal Application Made To FCC*

FORMAL APPLICATION for the sale of WNEW New York by Arde Bulova and associates to a new company headed by William S. Cherry Jr., Rhode Island industrialist and broadcaster [BROADCASTING, Nov. 21], was filed with FCC last Thursday.

The sale price is $1,500,000 plus net quick assets of $500,000—the largest price ever commanded by an independent station.

The purchasing company, WNEW Inc., is headed by Mr. Cherry as president and 49.2% owner with the remaining interests divided among some nine stockholders. Mr. Cherry heads The Cherry & Webb chain of ladies clothing stores in New England and owns WPRO Providence.

WNEW General Manager Bernice Judis and Sales Director Ira Herbert have signed five-year contracts as executive vice president and vice president and sales director, respectively, with options to acquire minority interests up to about 7% each.

Consummation of the sale, FCC was told, will permit Mr. Bulova, chairman of the Bulova Watch Co., to carry out his original intention, announced in 1944, to relinquish all radio ownership interests. He has been identified with ownership of a half-dozen stations during the past 13 or 14 years, and recently sold WOV New York in a transaction predicated upon FCC's duopoly rules but delayed for several years by litigation.

Associated with Mr. Cherry in the ownership of WNEW Inc. are the following:

Harry R. Playford, St. Petersburg, Fla., banker and principal owner of U.S. Airlines, approximately 20%; Charles W. Knowles, minority stockholder in Cherry & Webb and in WPRO, treasurer and 5%; Harold Tanner, Providence attorney, secretary and 3.5%; Clem J. Randau of New York, broadcaster and publisher, one-time vice president and director of Marshall Field Enterprises and former vice president of United Press, 3.5%; George V. Meehan, New England textile manufacturer, 8.3%; Albert H. Baer, Providence certified public accountant, 3.3%; Alfred Buckley and Godfrey B. Simonds, Providence businessmen, 2.5% each; and Russell C. Smith, Cranston, R. I. businessman, 1.7%.

WNEW Program Director Ted Cott is a vice president but owns no stock.

Mr. Herbert's contract as vice president and sales director under the new ownership pays him 4% of net receipts from the sale of station time and talent, the payments to continue for one year after termination of this or any extended agreement.

Miss Judis' contract, also for five years, is at $40,000 a year plus 6/10 of 1% of the first $1 million in time sale receipts for each fiscal year and 5/10 of 1% of all such receipts over $1 million per year.

Last year WNEW is understood to have had gross time sales in excess of $2,300,000, with net income of more than $500,000 before taxes.

The application, filed by the Washington law firm of Dow, Lohnes & Albertson, showed current assets of $1,134,944 and current liabilities of $557,059. Total assets were listed as $2,015,262.

The present owners of WNEW in addition to Mr. Bulova, who owns 61%, are Milton Biow, president of the Biow Co., who has 29%, and Vincent Dailey, New York businessman and associate of Mr. Bulova, who owns 10%.

No changes in the WNEW staff are contemplated under the new ownership. WNEW operates with 10 kw on 1130 kc and is recognized as one of the nation's most successful independents.

## KXLJ Renewal Issue

KXLJ Helena, Mont., last week petitioned the FCC to reconsider and grant without hearing its request for license renewal. Earlier the station had asked FCC to designate the renewal for hearing if more details on programming were desired [BROADCASTING, Nov. 14]. KXLJ indicated last week it believed full information could be secured best without hearing procedure and details on programming and other matters were submitted.

## S. C. BASEBALL

### WORD Helps Gate Receipts

THERE is no lack of attendance at baseball games played by the Spartanburg (S. C.) Peaches despite broadcasting by WORD and WDXY(FM) Spartanburg, reports Walter Brown, stations' general manager.

While finishing in second place, Peaches not only led all other Tri-State League cities with 128,490 paid-in admissions for the season but also drew better than any other South Carolina city, regardless of league affiliation or size. This "clearly demonstrates that radio broadcasting, when properly used, increases attendance of baseball games," Mr. Brown said. He pointed out the stations promote the games by carrying announcements and publicity about the team.

WORD and WDXY have exclusive broadcast rights for all games of the Peaches and four sponsors: The Aug. W. Smith Co., The Spartanburg Coca-Cola Bottling Co., Cudd & Coan Co., and the White Dot Stores. All have signed up for sponsorship again next season under a $20,000 package agreement carrying with it a year-around program to add to baseball games, Mr. Brown said.

RCA
TUBES ...
the standard of comparison
RCA 7C24
Use RCA tubes
for dependability . . . long life
. . . operating economy
in FM transmitters
• For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

## Open Mike

*(Continued form page 16)*

call "qualified" newsmen on his staff? . . .

A news director who, as you suggest, is qualified only as the news or copy editor, isn't worthy of the title—and the management hiring such a man deserves all the problems that follow. . . .

. . . As for editorializing and forming editorial policy by news directors—that's a little fantastic. I doubt if there's a station manager in the country who, if he caught his news director—or any other of his news men—giving out with opinions—especially opinions which could develop into policy—would have him on the payroll for long. Believe me, the average radio news director has enough problems keeping a newsroom on top—without spending several hours a day writing station editorial policy that he's dreamed up. . . .

*Bill Tompkins*
*Day News Editor*
*WKBN Youngstown, Ohio*

* * *

## WMOU Format Sample

EDITOR, BROADCASTING:

. . . WMOU, a 250 watter since . . . October 1946 . . . is today an independent by choice, not by necessity. The primary concern of the management is to employ a program format that recognizes the requirements and preferences of an audience that overwhelmingly relies on WMOU for service. . . .

. . . It is therefore an interesting fact that although we have no network affiliation, we do regularly schedule the following network programs:

Tuesday, 8-8:30 p.m., *Carnegie Hall* from ABC.
Wednesday, 9-10 p.m., *Break the Bank* and *Mr. D. A.* from NBC.
Thursday, 7:30-8 p.m., *Guy Lombardo* on transcription.
Friday, 8:30-9 p.m., *This Is Your F. B. I.* from ABC.
Friday, 10 p.m., *Gillette Cavalcade of Sports*
Sunday, 3-3:30 p.m., *Favorite Story* on transcription.
Sunday, 9-10 p.m., *Old Fashioned Revival Hour*, from Keystone.

In addition to these, we run the Boston baseball games all summer, the World Series, the Atlantic football games from NBC, and special events like the Army-Navy game, Bowl games, and so forth. . . .

. . . WMOU has recently modernized its technical plant.

. . . You may find in the foregoing some answer to the question, "How Independent Can An Independent Station Get?" . . .

*Charles S. Holbrook*
*President*
*WMOU Berlin, N. H.*

* * *

## Signs for Sale

EDITOR, BROADCASTING:

Some time ago you carried a story and picture of me painting CBS on Tucson sidewalks. Enclosed is a picture showing how we will wash CBS off the sidewalks. I wonder how long it will take us to remove 1,024 signs? And, I

wonder if Autry would like to buy the Caution Before Speed signs around the city?

*Lee Little*
*General Manager*
*KTUC Tucson, Ariz.*

**[EDITOR'S NOTE: On Jan. 1, KOPO, the Gene Autry station, will become the CBS affiliate in Tucson.]**

* * *

## Cites FM Progress

EDITOR, BROADCASTING:

. . . BROADCASTING has always meant a great deal to me as my background has been in promotion. Now, handling sales and some of the programming at WMCP, it is my right arm. We are mighty proud here . . . that WMCP is the first FM station to be in the black. . . .

. . . We have found that FM listening audiences in this area have been improved in number by TV rather than the opposite. . . . A great number of sets have continuous FM dials and from our mail, which is increasing daily, a great number of music lovers who have TV have found us. . . . We would also like to exchange all promotional releases that FM stations are sending out now with ours so that the best interests of FM can be rightfully promoted. . . .

*A. Alan Levin*
*WMCP (FM) Baltimore*

## Miller

*(Continued from page 27)*

week's show. When calling on the network stations, he makes sure they are supplied with recordings of the Miller High Life commercial ditty, featuring the Miller "Girl of the Moon" as songstress. The arrangements were made by Mr. Welk and played by his orchestra, and enough pressings were turned out for 200 stations. Last week, indications were that all of these will be needed. The show, starting with 38 stations, now is carried by 105.

"The *High Life Revue* has proved successful because of several factors," Mr. Long says. "It has shown how a comparatively small budget—some $400,000—can produce a top-flight national radio show. The *Revue* has brought Miller distributors closer to the brewery because of their participation on the program. And the program has shown how a sponsor can take an active part in a show, thus doing a better job of 'selling' itself to its customers."

While Miller declines to release exact figures on its advertising budget, sources close to the company estimate it totals "well over $2 million." Radio and television get nearly one-third, it is reliably reported.

ABC's account man for Miller is William Wilson Jr., who notes that the company, through its own promotional activities, "seems to be getting at least twice as much for its money as any other network sponsor." He observes that Miller, "heretofore a small advertiser—never in network, and restricting its radio to sectional activity—is doing an amazing job of fanning out."

In addition to Mr. Long, another non-musician is with the band for every broadcast. He is John Weigel, well known Chicago free-lance announcer, who flies out to meet the band every Wednesday at 10 p.m. EST.

SOME major cities that have rolled out the red carpet for the *High Life Revue* are New York, Chicago, Detroit, Des Moines, Kansas City, Omaha, Salt Lake City, Hollywood, Seattle, Portland, Ore., and, of course, Miller's birthplace—Milwaukee. Some of the most enthusiastic celebrations, however, have been in some such smaller centers as Sacramento, Wichita, Ft. Wayne, Springfield, Ill., and Sheboygan, Wis. Even in Peoria, Milwaukee's young rival among beer centers, the response was reported good.

Miller's experience in television has included sponsorship of ABC's co-op boxing show Tuesday nights on WJZ-TV New York and, currently, a half-hour local talent show titled *High Time* on WTMJ-TV Milwaukee.

## STA BAN STICKS
### FCC Tells Daytimers

REQUEST of five daytime only stations that FCC amend its rules to allow special temporary authorizations for limited night operation was denied by the Commission last week. The ruling reaffirmed the Commission's decision of a year ago to abolish STAs.

WOI Ames, Iowa, WKAR East Lansing, Mich., WNAD Norman, Okla., WNYC New York and WHCU Ithaca, N. Y., following the ban, petitioned for waiver of the new rules under certain special circumstances to be determined on a case to case basis. Fortnight ago the group petitioned FCC for action on this request since the failure to act in itself constituted effective denial [BROADCASTING, Nov. 28].

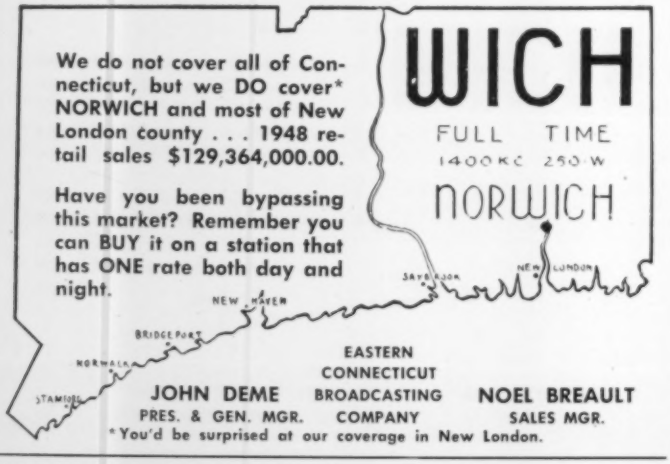
FCC indicated its earlier conclusions still stood and that because of the increased number of stations any limited service night operation by daytime outlets would seriously degrade much needed service of fulltime stations. It pointed out this had been proven in practice before the ban had been adopted.

## WTNB Resumes

WTNB Birmingham, Ala., off the air since last July because of labor difficulties and ordered by FCC fortnight ago to resume operations within 15 days or relinquish its license, has resumed broadcasting according to report by the Commission last week. FCC's ultimatum was issued when the station asked another 30 days' leave to remain silent [BROADCASTING, Nov. 28].


**We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.**

**Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.**




JOHN DEME, PRES. & GEN. MGR. — EASTERN CONNECTICUT BROADCASTING COMPANY — NOEL BREAULT, SALES MGR.

*You'd be surprised at our coverage in New London.

Telecasting Insert
Pull Out for Filing

WBAL means business in Baltimore

DECEMBER 12, 1949

TELECASTING

A Service of BROADCASTING Newsweekly


# WOR-tv

*one of America's great television stations, on channel 9, in New York,*

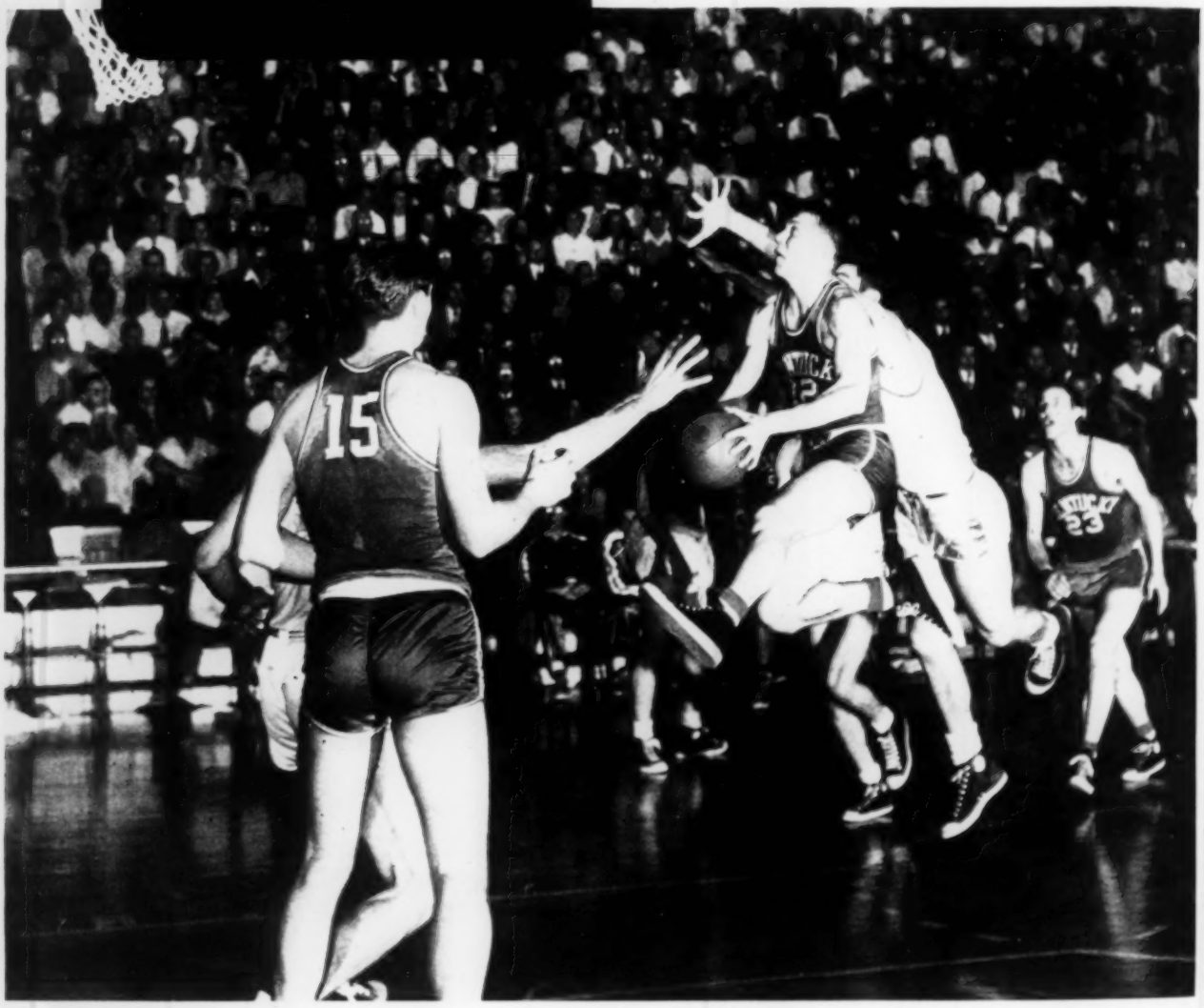
*announces with delight that the following very bright people have used,*

*and are using, this station to s-e-l-l*

F. & M. Schaefer Brewing Company
I. Lewis Cigar Mfg. Company
Pequot Mills, Inc.
American Tobacco Company
George W. Luft Company
R. T. French Company
U.S. Tobacco Company
American Cigarette & Cigar Co.
Chrysler Corporation—Dodge Division
Greystone Press
Bedford Television & Radio Sales & Service
La Primadora Cigar Corporation
Petri Wine Company
E. V. Carley & Company
B. Eichwald & Company, Inc.
Mahoney Troast Company
Life Electronic Sales
Aaron Lippman Company
Sexauer & Lemke Company
Piel Brothers
Walco Products Company
Oldsmobile Division of General Motors
D'Arrigo Brothers Company
Longines-Wittnauer Watch Company
Flagstaff Foods
Schick, Inc.
Fischer Baking Company
United Air Lines
United Fruit Company
Local Chevrolet Dealers Inc. of N. Y.

**GEORGIA TECH** *basketball games—*
*the entire home schedule—are telecast*
*exclusively by WSB-TV.*
*The sponsor is General Electric*
*Supply Corporation and*
*Hotpoint Dealers.*

wsb-tv
ON PEACHTREE STREET



WSB, AM AND FM, AND WSB-TV
AFFILIATES OF THE ATLANTA JOURNAL.
ATLANTA, GEORGIA

*A Service of Broadcasting Newsweekly*

National Press Bldg.
Washington 4, D. C.

DECEMBER 12, 1949

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

# ZENITH'S PHONEVISION

## FCC Sets Jan. 16 Hearing

AN INQUIRY into the long-range prospects and present development of Phonevision, Zenith Radio Corp.'s proposed system of subscription television, was earmarked by FCC last week for hearing Jan. 16.

The Commission, after a 3-2 vote designating the case for hearing, said it would consider whether Zenith shall be authorized experimental Phonevision operation in Chicago on a limited commercial basis as requested in its petition [BROADCASTING, Aug. 8].

FCC Chairman Wayne Coy registered a dissenting opinion, concurred in by Comr. George Sterling, favoring a grant of the Zenith petition for the test demonstration prior to the January hearing. Comrs. Frieda Hennock, Robert Jones and Edward Webster voted for the hearing. Comrs. Rosel Hyde and Paul Walker did not participate.

### Classification Problem

Also slated for FCC exploration are non-technical aspects of such operations as use of telephone facilities and, whether such a service, if authorized, should fall under "broadcast," "common carrier" or some other classification.

Zenith proposes waiver of any rules to permit its experimental TV station, W9XZV, to test Phonevision on TV Channel 2 (54-60 mc) on a commercial basis for three months. It proposes to serve 300 test subscribers, each furnished with a Zenith TV receiver equipped for Phonevision, most of them located within ten miles of Illinois Bell Telephone Co.'s Lakeview Exchange in Chicago.

The Commission's hearing order noted that FCC rules and regulations apparently make no provision for "subscription radio or television services," and that the proposed experimental tests seek primarily to develop Phonevision as a new commercial service. Further, it is "not clear" how Phonevision should be classified as a service, or what frequencies, if any, are appropriate for experimental use, FCC added.

The commission also said it will seek full information on the relationship between Zenith and Television Entertainment Co. Inc., organized by certain officers and stockholders of the radio manufacturer. TECO would have exclusive right to license others to manufacture and use Phonevision transmitting equipment, and arrange programs and fees for the service. Zenith would retain all rights to manufacture and sell devices embodying receiving portions of Phonevision.

The Commission noted that while Illinois Bell indicated its willingness to participate in the test, the company felt the demonstration should in no way be construed as a "commitment to provide telephone or bookkeeping facilities on a going basis for Phonevision or other type of fee television." The telephone firm will lease facilities to Zenith for the proposed test.

Chairman Coy, in dissenting from the Commission majority vote, felt that Zenith's proposal represents "a new approach to the method of meeting the many financial expenses of programming a television station and that a fair opportunity should be afforded the applicant of testing its system."

The Commission will be in a better position to determine the issues involved in a hearing held after rather than before the Zenith experiments, having the benefit of data and facts of actual operation, he contended.

### Experiment in VHF

Comr. Coy said it would be better to have the tests conducted in the experimental band rather than on a regular TV channel, but that, as a practical matter, the experiment should be in the VHF band to be successful, since TV receivers are available only in that band.

He explained that he would favor grant of the petition for a three-month period, making it plain to Zenith that no consideration would be given to establishment of the service without a public hearing at which all issues would be explored.

Comr. Hennock will preside over the January hearing. The Commission will look into the following issues:

1. Full information concerning the technical aspects and operations of petitioner's system of Phonevision.

2 Full information concerning the nature of the proposed experimental operations, including:

(a) The objectives of and necessity for such experimental operations;

(b) Transmitting and receiving facilities and services to be employed;

(c) Telephone company facilities and services to be employed;

(d) Maximum, minimum and weighted average airline distances of test subscribers from the central Phonevision control switchboard;

(e) Charges to be collected from test subscribers and the basis upon which such charges were determined;

(f) Contractual or other arrangements between petitioner and TECO, on the one hand, and test subscribers, persons supplying program material, and the Illinois Bell Telephone Co. on the other hand.

3. Full information concerning the contemplated non-technical aspects of Phonevision operations, if authorized on a regular basis, including the relationship of petitioner and TECO to each other and to stations transmitting Phonevision, subscribers, persons supplying program material, and telephone companies.

4. Whether under the Communications Act of 1934, as amended, Phonevision, if authorized by the Commission, should be classified as a "broadcast" service, a "common carrier" service, or some other service classification.

5. Whether the conduct of the proposed experiment on the requested frequency band (54 to 60 mc) would be consistent with the Commission's Rules and Regulations, the Communications Act of 1934, as amended, and existing treaties; and whether the experiment could not be conducted effectively on frequencies available under the Commission's Rules and Regulations for experimental operations looking toward the development of a new service.

6. In the light of the evidence adduced on the foregoing issues, to determine whether a grant of the petition would serve the public interest, convenience and necessity.

# NBC-TV AFFILIATES

## New Contracts Issued

NBC TELEVISION last week was busy distributing its new station affiliation contracts, and several stations reportedly had already signed. Others were expected to do so soon.

The contract, radically departing from past practices in several provisions, was known to be a modification of that originally proposed —and seriously criticized—to NBC affiliates at the network's convention last September.

At that time NBC advised affiliates it would have to set its "free" commercial time at 30 hours per 28 days. The contract now in circulation provides only for 24 hours of network commercial time to be telecast without compensation by the stations.

Sustaining programs, it was learned, will be provided free. Former plans contemplated an assessment against stations based on a formula involving size of market and number of receiving sets.

After the 24 hours of free commercial time, stations will be compensated for network commercials at 33⅓% of their local rate.

Details of the contract were scrupulously withheld at NBC headquarters, but from other sources it was learned that the network was hoping to encourage stations to sign for two year terms, a proposal to which some objected.

The network also has proposed that future rate changes be accommodated by individual negotiation with the stations. Some stations, it was learned, have countered with the suggestion that a formula be established to provide rate improvements automatically.

One unique provision of the new contract covers what is regarded as a blanket contract deal on music clearance. The contract provides for music clearance at the source whenever possible by the network, and specifies that a percentage of 4.225 be subtracted from station compensation for this purpose. Of that amount 3.025 would be for ASCAP clearances and the balance for BMI.

Many of the stations were reported to have stated a preference for per-program music clearance.

## WXYZ-TV Day Trial

WXYZ-TV Detroit this week joins the ranks of TV stations using early afternoon time. James G. Riddell, general manager, announced that WXYZ-TV would schedule a 2:30 p.m. opening for 30 days, beginning today (Dec. 12.)

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# Telefile:

## WTMJ-TV, Pioneer Wisconsin Outlet, Puts A Second Candle on Its Birthday Cake

**RADIO CITY, home of the *Milwaukee Journal* stations—WTMJ-AM-FM-TV—is located on the outskirts of town. The television tower and transmitter house are located in the rear of the main building.**

By BILL THOMPSON

WISCONSIN'S FIRST and only television operation—WTMJ-TV, the *Milwaukee Journal* station—observed its second anniversary Dec. 3. But it was exactly 19 years ago that the *Journal* began experimenting with TV, and when its famous Radio City was built seven years ago, a television studio, control room, and tower were part of the original plans.

Ten months before WTMJ-TV took the air on Dec. 3, 1947, a 19-page outline called "Developmental Plans for the *Journal* Television Station" was prepared. This detailed operational schedule of program, technical, and personnel projects leading up to, and following, "T-Day," set up a goal, with deadlines to observe, and nothing was left to haphazard chance.

* * *

Mr. DAMM

Included in the plan were television training classes and visits of key personnel to TV centers and other stations on the air throughout the country. Then, four months before WTMJ-TV signed on, a complete promotion and publicity plan was set in motion. There were a display advertising campaign, dealer meetings, on-the-air promotion of TV on the *Journal's* AM and FM stations, actual TV demonstrations for leaders of the community, card displays, window displays, truck cards, and demonstrations of commercial possibilities for agencies and advertisers.

On "T-Day," Milwaukee *really* knew about WTMJ-TV.

This was typical Walter Damm planning. Mr. Damm, vice president and general manager of radio for the *Journal* and manager of the company's 5 kw WTMJ since 1927, always has been an exponent of pre-testing. Many of his first ideas for WTMJ-TV were discarded as he sought a consistently high-level TV operation. Here are some of the station's achievements:

● When it took the air, there were less than 500 TV sets in the Milwaukee area. Today, there are 60,000, and Milwaukee area ranks second, behind Lancaster, Pa., among U.S. one-TV-station cities in sets per thousand families (40-mile coverage area). Milwaukee and Cleveland are tied for sixth place in sets per thousand families in all U.S. cities, regardless of the number of stations in each city.

● Its original five-day-a-week schedule, with less than 30 hours of weekly programming, has grown to seven days and a 55 to 60 hours-per-week average.

● Starting with local programs only, it boasts today "the finest array of local and network programs in America," picking the "best available programs" of all four TV networks—NBC, ABC, CBS, and DuMont.

● Production facilities which, at the outset, consisted of one large studio (30 by 54 feet) with no overhead lighting, two RCA field cameras (used both in the studio and on remotes), and one film camera, now include, in addition: An auditorium studio with a production stage 28 by 36 feet, and accommodations for 389 spectators; two studio cameras; a third field camera; a second film camera; a Zoomar lens; a well-equipped TV mobile unit; overhead lighting in both studios; and new testing, analyzing, and operational equipment.

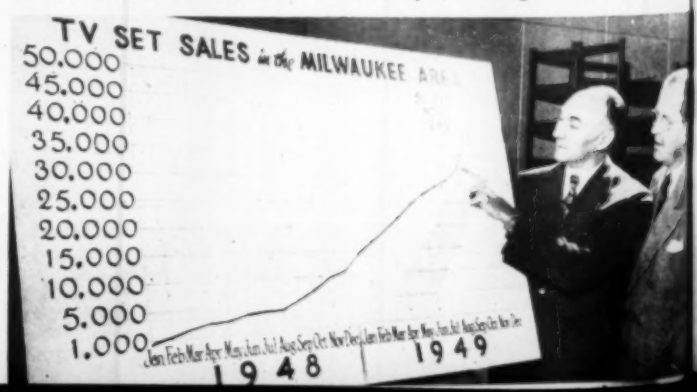
But WTMJ-TV's major attainment in two years is its fiscal independence. With an initial investment of $400,000, and not enough commercials per week to cover the daily operational cost, it claims to have gone "in the black" last Oct. 16. However, Mr. Damm is careful to point out that even though the station is making money now and probably will continue to do so for the remainder of 1949, it will be "in the red" for the year. The present "black ink" situation is no indication that WTMJ-TV will remain out of the red during 1950, he says, because the small profit now showing is not enough to build up the sizable reserve necessary to absorb the effects of a TV summer hiatus or some other unforeseen revenue losing complication.

Mr. Damm has strong opinions on the subject of using red and black ink in television station bookkeeping. He believes there is no such thing as a station showing a true profit unless and until proper charges are made for amortization and depreciation; rent is charged off for space occupied by TV; and all time spent on TV by personnel who previously had devoted all their time to AM is charged to TV. In his opinion, the station manager ignoring such charges is "only kidding himself" and is in for a rude awakening.

* * *

WTMJ-TV is owned and operated by the Journal Co., publisher of the *Milwaukee Journal*. A pioneer in Wisconsin radio operation, the company also owns and operates WTMJ-AM-FM in Milwaukee and WSAU-AM-FM in Wausau, Wis. WTMJ-AM, a basic NBC station, and its FM and TV affiliates are housed in Milwaukee's Radio City, the first structure in America to be planned and built

**MILWAUKEE area set sales chart is studied by Mr. Herzog (l) and Mr. Winnie.**



by an independent station to accommodate the three types of broadcasting under one roof.

* * *

MR. Damm, as vice president of radio for the Journal Co., heads all radio and television activities of the organization. L. W. Herzog is assistant general manager and R. G. Winnie is station manager for the three operations. Neale V. Bakke is local sales manager for the three.

The television department includes both staff members who devote their entire time to WTMJ-TV and those who also work on the AM and FM affiliates. The fulltime exclusive TV staff consists of Program Manager James Robertson, four program directors, a production manager and two assistants, a special events director, an artist, a film clerk, two secretaries, a traffic clerk, and, in the commercial department, two salesmen. On the technical side are 26 fulltime TV engineers, headed by Chief Engineer Phillip Laeser and his assistant, Ed Cordes, whose work is in FM and TV only.

Working on all three stations are personnel in the continuity, promotion, publicity, and news departments, the general office staff, and eight announcers, headed by Chief Announcer Bob Heiss.

"The present WTMJ-TV organizational set-up is the result of advance planning, experimentation, and practical experience," says Mr. Damm. "The best thing that can be said about it at the present time is that it fulfills the needs of WTMJ-TV today. As new problems arise, there is every possibility that the organizational set-up will be altered to meet and cope with changing conditions."

* * *

PROGRAMMING highlights of WTMJ-TV's two years include:

—Coverage of local wrestling and boxing matches and basketball games of both Marquette U. and local high schools during the first year.

—A 1949 sports line-up of all Milwaukee Brewer home baseball games; first TV showing of the World Series in Milwaukee; Green Bay Packer football; U. of Wisconsin football (for which a three-point relay system was set up between Milwaukee and Madison); Marquette U. football; Wisconsin and Marquette basketball; and local hockey, polo, swimming, and track meets.

—Coverage of the 1948 spring elections, including a League of Women Voters *Introduction of Candidates* show, a four-hour continuous telecast from the *Journal* city desk, and complete inaugural ceremonies from Milwaukee's city hall.

—Film coverage of last June's U. of Wisconsin commencement exercises at Madison.

—An outstanding TV public service record that includes local origination of civic and state programs, *City of Milwaukee* shows, Foreign Policy Assn. forums, discussion groups, and many others.

Red letter days for WTMJ-TV programming were Sept. 20, 1948, when the station first began receiving live midwest network shows, and Jan. 12, 1949, when the midwest and eastern networks were joined.

WTMJ-TV has no set formula for the operation of a local, independent TV station.

* * *

"THE only thing I can say for sure along that line," Mr. Damm says, "is that in the growing-pains stage of television, the most important thing for a TV station manager to remember is *keep both ears to the ground and be ready and able to shift to any new position and adjust to any quick change.* This calls for an alert, quick-thinking program, sales, and technical staff."

Mr. Damm's theories are put into practice at WTMJ-TV. Station management is constantly on the alert to find out viewers' likes and dislikes, and takes the initiative in conducting surveys and explaining frankly just why certain TV program conditions exist.

An outstanding example is its consumer survey, titled "What the WTMJ-TV Area Viewers Think of TV and How They Use It." This was based on the number of sets in use in the Milwaukee area Sept. 1, 1948, which at that time was 32,830. A questionnaire was sent to 1,445 set owners. There was a return of 527, or 36.3%. Although there was considerable constructive criticism, the results showed that Milwaukee area viewers were overwhelmingly in favor of WTMJ-TV programming.

Another sampling of public opinion was taken this year when the station sought to gauge the reaction of Milwaukeeans to baseball on TV. About the middle of the baseball season, during which WTMJ-TV telecast all 77 Milwaukee Brewer home games, a few scattered protests started coming in complaining of too much baseball. Near the end of the season, the "squawks" had developed into a deluge, so the station broadcast six announcements asking for comments. Did viewers want complete baseball coverage, partial coverage, or no baseball at all? A total of 3,381 persons replied, with 31.6% voting for complete coverage, 45.3% for partial coverage, and 23.1% for no coverage at all.

Another problem which WTMJ-TV has in common with other one-TV-station cities carrying programs from the four major networks is that of scheduling when two or more popular network shows are available for the same time period. The station has dealt with complaints on this subject in a frank manner, inferring, "You can't have your cake and eat it too." In announcements on both its AM and TV stations and in the *Journal* it points out that national popularity ratings and viewer reaction dictate what show to carry. Use of kinescopes for delayed telecasts also is fully explained.

Local programming has developed into a fairly definite pattern. The day opens at 3:15 p.m. with afternoon programs built and produced to appeal to a general women's audience, with emphasis on easy-to-see-and-listen-to presentations. Local talent on afternoon shows are established personalities with large personal followings. Titles of a few afternoon shows give some indication of this type of programming: *George Comte Show* (poetry-readings-interviews); *Gadget Gazette* (about usable household gadgets); *What's New in the Kitchen?* (recipes, demonstrations, interviews with persons interesting to women); *Schuster's Song Shop* (pianist and singer in light popular songs and chatter).

* * *

NETWORK schedule starts at 4:30 p.m. with *Howdy Doody*, followed by *Cactus Jim*, then *Kukla, Fran & Ollie*, although the 5:30 spot usually is filled with such local child-appeal shows as *Your Library Story*, *Museum Explorers Club*, *Little Amateurs*, and such network shows as *Roar of the Rails* and *Lucky Pup*. A local *Sports Picture* show is on at 6:30 Monday through Saturday.

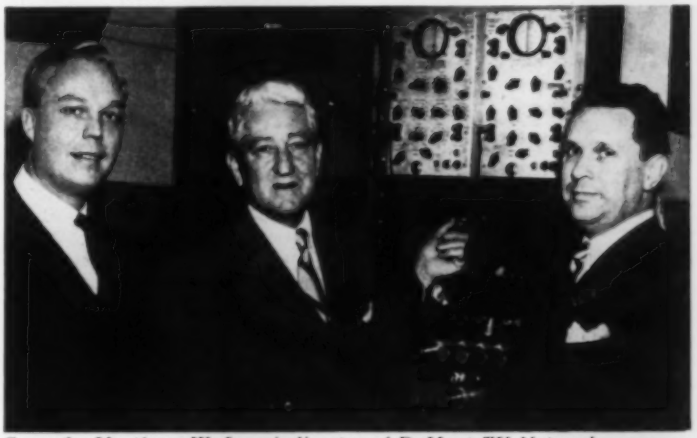
Network shows dominate the nighttime schedule, with one or more local shows usually telecast early and late in the evening. These are tailored for the Milwaukee area. Most popular are *Vi and Jerry Wagner* (piano-organ duo), *Square Dance Jamboree*, *Salute to Wisconsin*, *Guessing Game*, and *Gay Rancheros* (Pan-American music group). Wrestling is presented every Thursday night, and WTMJ-TV's *Grenadiers*, TV version of the AM show by the same name that has been on the station for 18 years, goes on Sunday afternoon. News is on every night at 10:30, and the day always ends with a promotion program, *Tomorrow's Television*.

* * *

THERE has been a growing acceptance of television as an advertising medium by advertisers and agencies in the Milwaukee area ever since WTMJ-TV took the air. TV is not taking money away from radio in the Milwaukee market, nor is it drawing from other media. It is attracting *new* money.

WTMJ-TV has issued five rate cards. At present 128 advertisers are using spots and programs, 67 of them local, 39 network, and 22

*(Continued on Telecasting 11)*



*Commdr. Mortimer W. Loewi, director of DuMont TV Network, prepares to throw the switch launching the network's daytime program service. With him are Chris J. Witting (l), assistant network director, and James L. Caddigan, network director of programming and production.*

# DUMONT DAYTIME

## 'Shoppers' Series Starts

DuMONT TV NETWORK launches its two-hour *Shoppers Matinee* this afternoon (Dec. 12) extending to its interconnected affiliates the fruits of a year's experience with daytime telecasting at the network's key station, WABD (TV) New York [TELECASTING, Nov. 28].

Set in a department store background, the new program will include 21 portions of entertainment and 12 one-minute "store bulletins" (news and service announcements) which may be replaced at individual outlets by commercials for local advertisers.

This first network co-op show of television will utilize the "subjective" camera technique, in which the camera takes the place of the woman shopper, making the home viewer feel as if she were in the store in person.

Minnie Jo Curtis, impersonating a store service employe, will tie the show's various segments together. These include the "Glamour Shop" featuring Susan Rave, songstress; "Kitchen Fare"; "Bite Shop," a fashion information and advice period, and the "Sky Line" set in the store's restaurant.

Although *Shoppers Matinee* will go on the DuMont Network Monday through Friday, 2-4 p.m., the network will start its afternoon programming at 1 p.m. with the half-hour *Okay Mother*. Sterling Drug Inc., sponsor of the latter show, today extends to the network after a year on WABD only. The 1:30-2 p.m. period will be filled with a sustaining program which had not been definitely scheduled last week.

**CHEVROLET'S *Winner Take All* combines all the elements of showmanship that have assured its success.**

# . . . Campbell-Ewald's $2 Million Placement In TV Reflects A Decade of Spadework

**SCRIPT conference on a television commercial by Campbell-Ewald is attended by (l to r): Program Supervisor Tom Hanlon, Writer-Supervisor Ray Mauer, Senior Vice President Winslow H. Case, Don Benkhart, account executive, and Leo Langlois, production chief.**

RISING in three years from a TV billing of $50,000 to one of $2 million, the Campbell-Ewald Agency, New York, has burst to the fore as one of the most active and successful proponents of the video medium.

The success of the agency's operations can be attributed to a decade's planning and work in the field; a search for original programming and selling; and accounts such as Chevrolet which have been quick to recognize and utilize the advantages of TV.

The shows currently produced by the agency range from drama *(Tele-Theatre)* and high budget musical revue *(Inside U.S.A. With Chevrolet)* to network football (Notre Dame) and the Roller Derby.

Campbell-Ewald's television history dates back to the late 1930's when its top executives first began to think of video. Its home office in Detroit and the New York branch were constantly promoting the potential of television to clients. But it was in 1946 that the agency actually moved into the medium with *Fit for a King* to inaugurate an impressive series of "firsts."

The show *Fit for a King* was the *first* studio production which used six stages and four cameras. It was sponsored by Chevrolet, the *first* of the automotive companies to add TV to its advertising list on a sustained basis. The musical program was telecast in collaboration with ABC-TV using the facilities of WABD (TV) New York, DuMont outlet.

One year later the agency chalked up another innovation when three of its accounts became the *first* sponsors on the inaugural telecasts on WWJ-TV in Detroit.

* * *

The advertisers were Detroit Edison (service), Norge Co. (refrigerators) and Chevrolet Dealers.

Another first was set by the agency early in 1947 when it bought for Chevrolet a series of western films on WABD.

The signing of the contract was a tradition breaker in itself. Representatives of the stations, the sponsor and the agency, sitting in separate studios in New York and Washington used television to consummate the deal—the first time that a business deal had been concluded and a contract actually signed via TV.

Favorable reactions to this pathfinding in video by C-E's clients motivated an increased entry into the medium.

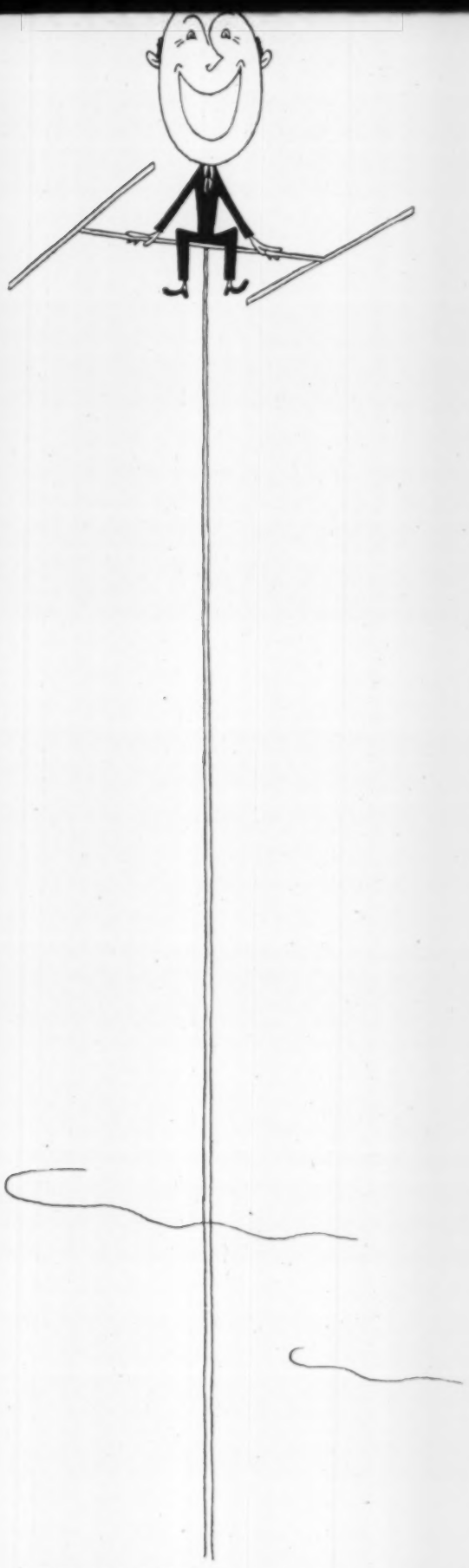
During the remaining months of 1947, Chevrolet dealers in Philadelphia, Baltimore and Washington and Norge distributors in New York sponsored the telecast of Princess Elizabeth's wedding via film rushed by air from London. In Detroit, another client, Edison Co., sponsored the opening of the city's Symphony Orchestra. The same winter, Chevrolet and its dealers combined to put the first for-video-only newsreel on the air —the INS-Telenews shown in eight cities.

The success of the newsreel led the agency to exploit the day-to-day film reports on the 1948 Winter Olympics for the Chevrolet dealers in Chicago, St. Louis, Detroit, New York, Philadelphia, Washington, Baltimore and Los Angeles. The films were flown by air from Switzerland to New York. Despite bad flying weather and the need for subsequent dispatching of the edited film each day, a TV hour deadline from shooting to showing was maintained with only minor deviations.

Meanwhile, early in 1948, the Chevrolet dealers of the New Jersey, New York and Connecticut area established an association and earmarked a half-million-dollar

*(Continued on Telecasting 8)*

**A DECADE of planning, imaginative clients and bold innovations—those are the ingredients that have catapulted Campbell-Ewald into the fore-ranks of television agencies with an annual video billing of $2 million. From a three-man office in 1946, the New York branch has expanded to encompass two entire floors of a large building with more than a ten-fold increase in personnel. And what's more, the agency is still growing.**



# high glee!

Look up the TV surveys in Boston
and you'll find that WBZ-TV
has cause to be gleeful!

According to one recent check,
WBZ-TV had 83.5% of the area's sets-in-use,
while other channels had only 16.5%.

That's even better than
the 1949 World Series figure
(67.4% for WBZ-TV,
30.5% for the other series station)
and far better than in 1948
(58.9% for WBZ-TV,
37.3% for the other series station).

For a great and still growing share
of the television audience
in the high-income Hub market..
check WBZ-TV or NBC Spot Sales!

**WBZ-TV**

..the station preferred by most
video-viewers in and around
**BOSTON, MASS.**

**WESTINGHOUSE RADIO STATIONS Inc**
KDKA · KYW · WOWO · KEX · WBZ · WBZA · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

## They Read Signposts

*(Continued from Telecasting 6)*

budget for use in television. This move, together with the growing domination of New York as a production center, sparked the establishment of Campbell-Ewald's TV branch in the east.

Until that time the TV office was a suite in the Ambassador Hotel with Senior Vice President Winslow H. Case, Robert M. Dudley and a secretary as full operating personnel.

Augmented by staff members from Detroit and specialists chosen in New York, the force quickly took shape. By the time the Local Chevrolet Dealers Assn. was ready to buy its first video series—stake races brought in by WCBS-TV from New York area tracks during the spring and summer of 1948—the eastern branch of Campbell-Ewald had moved to 1 East 57th St.

Since that move, completed little more than a year ago, floor space has more than trebled and personnel increased ten-fold. Today, occupying two complete floors of the building, the New York group handles the major portion of the agency's heavy television schedule.

* * *

THE agency's programming kept pace with additions to the staff under a carefully charted progress plan. After the stake races, the New York-New Jersey-Connecticut Chevrolet Dealers picked up coverage of the 1948 New York Yankee football games on WABD.

In September the agency coordinated the New York association and similar groups in the six other cities on the eastern co-axial cable to launch the Monday night dramatic series, *Chevrolet on Broadway*. The program has proved to be an effective salesman for Chevrolet cars and service.

In January 1949 the Chevrolet dealers nationally assumed sponsorship of the show and changed its name to *Tele-Theatre*, now seen on a live and kinescoped network of 37 cities on NBC-TV. It is among the Top 10 in the latest Hooperating.

With both Chevrolet dealers nationally and the Local Chevrolet Dealers Assn. as enthusiastic TV clients, Campbell-Ewald's video activities in the current year have influenced both the national and local picture. Programming for the dealers association via New York City outlets makes it television's leading local sponsor.

**EDISON's *Kitchen Karnival*, placed on WWJ-TV Detroit by Campbell-Ewald, offers opportunities for innocuous demonstrations of sponsor's appliances. Before its camera are Marian Ryan, assistant director of home service, and her assistant, Marjorie Hepburn.**

* * *

The list includes Saturday night's *Winner Take All*, WCBS-TV; Roller Derby on Friday via ABC-TV; Mike Stokey's *Pantomime Quiz*, the charade show kinescoped on the West Coast and telecast on WCBS-TV Tuesday; a Saturday afternoon football schedule which was used to round out the Chevrolet-sponsored Notre Dame coverage; and *Famous Jury Trials* on WABD Wednesday night.

Pending is another in the list of sports specials when the dealers will present the Golden Gloves on WPIX (TV) New York for the second year.

The weekly shows, plus a constant spot schedule, put the association's messages on New York screens every night of the week. Scheduling of these diversified programs mirrors Campbell-Ewald's belief that a local sponsor can best achieve his purposes through a number of medium-budget series with good rating potentials that appeal to a number of different types. Successfully applied, it has delivered heavy viewer dividends for the group by garnering large and varied TV publics at a total cost below that of a single major, high-budget show.

An important factor in the success of this principle has been C-E's ability to spot and develop programs with high viewer-returns per dollar. And to do this, the agency has again and again prosecuted its design to get there "first with the best."

Through Campbell-Ewald, the Chevrolet dealers were the initial sponsors of the Roller Derby on video, as well as the first to back a musical revue put on in Broadway-Hollywood style when Arthur Schwartz produced the one-shot *Surprise from Santa* for them last Christmas Eve. Last spring, the local association bought *Pantomime Quiz*, first program originating in Hollywood to be signed for sponsored showing in the east on kinescope.

As outlined by Mr. Case, every program considered for the dealer organization must meet entertainment standards that include family appeal, novelty, and freshness of approach. By careful choice of a number of shows, instead of plunging most of the funds on a single one, the video schedule for a local bankroller can be kept elastic.

* * *

NATIONALLY, Campbell-Ewald and its clients also have set precedent. On Sept. 29, *Inside U. S. A. With Chevrolet* premiered on CBS-TV as one of the most lavish and elaborately integrated reviews yet staged in television. It was the first series to bring a top-flight stage-screen producer-showman, Arthur Schwartz, to the new medium on a long-range basis.

The Notre Dame games, this year sent to DuMont affiliates in 22 cities, marked the first full TV network coverage of a football series.

Other Campbell-Ewald projects in the past year include production of *Transportation Unlimited* for General Motors and Detroit video. *Transportation Unlimited* was a half-hour film version of the annual GM Auto Show especially shot for video.

Filmed, edited, scored and distributed in record time, the video motion picture was seen in 16 cities, reaching many of them while the show was still going on in New York.

In Detroit, Edison continues in television with the daily *Our Story Book*. Other local programming included fall football for the Chicago groups.

Equally as important as the heavy schedule of programs in building Campbell-Ewald's television position is the film commercial conceived and produced for its clients. Here again, originality has been constantly stressed, with its staff among the first to incorporate story-line, humor, specially-conceived songs, strong character identification—among other techniques—into video selling.

Its commercial department, headed by Producer Leo Langlois and Writer-Supervisor Raq Mauer, has utilized every advantage the new medium offers. Sight, sound, animation, stop-motion, surprise, pictorial beauty—all the facets of video showmanship and salesmanship have been put to work.

* * *

SOME outstanding results are the weather spots featuring Carl Ritchie, actor, as Mr. Guber, the eternal "little man"; the musical "See the U.S.A. in your Chevrolet," and the slick integration of commercials into the text and mood of the entertainment in *Inside U.S.A.*

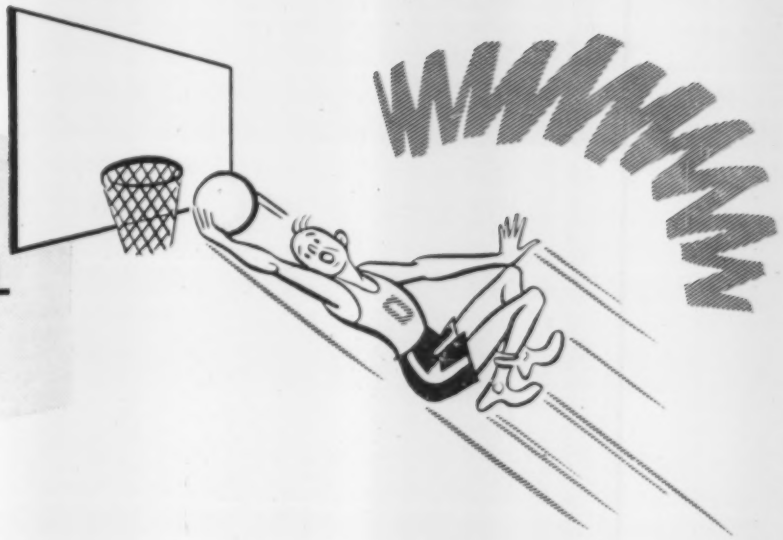
Today, with Chevrolet dealers near the top among national TV sponsors and the Local Chevrolet Dealers Assn. Inc. the country's most active local sponsor, Campbell-Ewald's New York office, led by Mr. Case, is in a position to greatly effect future trends in television.

Merging its history of carefully-planned "firsts" and its philosophy of pioneering leadership, the agency's large video staff should continue as a strong force in a medium where the signposts are only now coming into clear focus.

* * *

**SPORTS, drama, music and comedy highlight Campbell-Ewald placement as typified by (l to r): Mary Healy, Peter Lind Hayes and David Niven on *Inside U.S.A. With Chevrolet;* Thespians Margaret Jennings and Ed Jerome in *Famous Jury Trials;* the action of the spill-a-minute Roller Derby; Vincent Price on *Pantomime Quiz*, doing just that very thing.**

# WE'RE JUST NUTS ABOUT BASKETBALL IN INDIANA




● Along about this time of year—every year—all Indiana goes a little wacky over basketball . . . both collegiate and high school basketball.

The so-called Hoosier hysteria lasts from late fall—after the football season—until early spring. It's been that way for 25 years or more.

Located as we are in Bloomington, the home of Indiana University which also has two good-sized high schools, we're right in the middle of things. It's just good programming to give the people all the basketball they want . . . in great big doses.

WTTS (the designated sports station for I.U.) is the ONLY station carrying ALL Indiana University games, both at home and away. And, that isn't all. WTTV is televising EVERY home game of the two Bloomington high schools. Our listeners tell us they like it. And, so do our sponsors, for we're really delivering the audiences.

**LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY**

**WTTS**
A Regional Station on the Air 20 Hours a Day.

**RADIO AND TELEVISION CENTER • BLOOMINGTON, INDIANA**

*Owned and Operated by Sarkes and Mary Tarzian*

**WTTV**
Indiana's Second TV Station.

*Represented Nationally by*
WILLIAM G. RAMBEAU CO.
360 N. Michigan Avenue, Chicago

*National Representatives*
BARNARD & THOMPSON, INC.
299 Madison Avenue, New York

# HOSPITAL COLOR

## AMA Views Intercity Telecasts

INTER CITY telecasts of medical operations in color were shown for the first time last week before the clinical convention of the American Medical Assn., held at the National Guard Armory, Washington.

Convention delegates also saw telecasts of local operations on a 6x8-foot black-and-white screen.

The CBS color system developed by Dr. Peter Goldmark, CBS research director, was used by Smith, Kline & French Labs to bring operations from Johns Hopkins Hospital, Baltimore. Signals were transmitted from the hospital, a distance of 35 miles, via 4000 mc AT&T microwave link.

Black-and-white demonstrations were staged by Remington-Rand, using its own Vericon equipment, from Gallinger Hospital ¼-mile away. A 4000 mc link was used.

Reaction to the tests was obtained by Dunlop & Assoc. interviewers. It is understood CBS paid for the survey, conducted at the FCC's request presumably in connection with its color television study.

Viewers were asked to compare monochrome and color television; if they would pay more for a TV set providing color service, and finally to compare 16-inch monochrome and 12-inch color television after looking at still photographs of a red-headed girl.

### Sets in Use

About 1,000 doctors could see the color pictures at a time. Smith, Kline & French had 15 12-inch sets purchased from CBS and using Zenith and Webster parts. A CBS owned 16-inch receiver also was shown.

At the particular program observed by TELECASTING, four operations were depicted with exceptional clarity, according to some of the doctors present. Operations observed were cancer of mouth, removal of uterus and cervix, iridencleisis for glaucoma (eye surgery) and pulmonic stenosis (blue baby). In the eye operation, the eye itself appeared six inches in size, permitting close observation of every step. When service was switched momentarily to black-and-white the loss of detail was startling, observers agreed.

John W. Christensen, CBS chief engineer, was in charge of the demonstrations, with Chester Shelp, CBS engineer, directing the Johns Hopkins end of the proceedings. Dr. Kenneth Elson served as m.c. at the hospital. Operating surgeons kept up a running fire of commentary via small mikes concealed in their masks.

### 200 Viewers At a Time

A gall bladder and bile duct exploratory operation was observed at the Remington-Rand demonstration, accommodating 200 viewers at a time. With the large screen the actual tissue was greatly magnified though lack of brightness and contrast was noted by many observers.

The black-and-white showings were directed by Col. William Norvell, of Remington-Rand. The equipment used two-way sound. able and practicable. Col. Norvell said it is the only system in actual use for TV surgery instruction, being installed at the U. of Kansas medical school as a permanent part of the teaching facilities.

# MUSIC LICENSES

## Final Settlement Seen By First of Year

COMMITTEES negotiating per-program license terms between ASCAP and the TV broadcasters are pleased over indefinite extension of temporary TV licenses to run until permanent license form is set [BROADCASTING, Dec. 5] as it relieves them of pressure of definite deadline and need for frequent extensions.

Committee members now expect windup of negotiations shortly after the first of the year, when per program and blanket license forms will be mailed to stations for their consideration. Meanwhile, ASCAP is expected to begin the task of securing new long-term video rights from its members.

Interim scale of fees which video broadcasters are to pay pending determination of final terms ranges from $50 to $250 a month, depending on station income. TV stations with gross revenue from non-network advertisers of less than $50,000 a year will pay $50 a month for the right to use ASCAP tunes in its telecasts. Those with an annual gross of $50,000 to $150,000 will pay $100 a month. Stations grossing $150,000 to $300,000 a year will pay $175 a month and those grossing more than $300,000 annually will pay $250 a month.

These interim payments will be deductible from whatever fees are called for under the terms of the blanket or per program license ultimately accepted by each station. Such fees are retroactive to Jan. 1, 1949, when ASCAP cancelled its gratis licenses for the use of its music on television.

Almost all TV broadcasters are expected to sign one or the other form of ASCAP license. To date, only one video station operator has indicated that he is not using ASCAP music, does not plan to use it and does not intend to take out a license from the society.

# ARNOLD MAGUIRE

## FC&B Video Chief Dies

ARNOLD MAGUIRE, 49, West Coast television director of Foote, Cone & Belding, Hollywood, died last Monday (Dec. 5) at his home in North Hollywood after a lingering illness. Mr. Maguire first joined the agency in 1941 as producer, working on such network shows as *Kay Kyser Show*, *Johnny Mercer Show*, and *Charlotte Greenwood Show*. He was made the agency's first television director in 1945.

Before joining FC&B he had been associated with network radio in San Francisco and Hollywood for 11 years. He was for five years producer-writer with NBC Hollywood; one year before that with NBC San Francisco in the same capacity; and five years previous to that with KFRC San Francisco (Don Lee outlet) first as writer and then as production manager.

Mr. Maguire is survived by his wife, Evelyn, and a daughter, Susan, 18.

# COLOR SESSIONS

## Two-Week Delay Ordered

A TWO-WEEK DELAY in the February resumption of FCC's color television proceedings was ordered last week by the Commission, which simultaneously rejected a manufacturer's plea for at least a year's semi-public testing of the various color systems.

The new dates on resumption of the color phase were fixed on the basis of (1) CBS petition asserting its equipment would otherwise be in use under prior commitments, and (2) a Radio Mfrs. Assn.'s request for a delay beyond Feb. 17 because of the Feb. 15-17 RMA board meeting in Chicago. New dates:

**Demonstration of Color Television Inc.'s color system—Feb. 20 instead of Feb. 6;**
**Second comparative demonstration of the rival color systems—Feb. 23-24 instead of Feb. 8;**
**Resumption of further direct testimony, followed by cross-examination—Feb. 27 instead of Feb. 13.**

The Kit Division of Arco Electronics, New York, had asked FCC to base its decision on the color question on the experience of "250,000 or more" experimenters [BROADCASTING, Nov. 14]. This would involve demonstration of each of the systems for at least a year to permit "fans" with home-built sets to signify their preference.

FCC ruled that such a plan "would cause an indefinite and unnecessary delay" in the final decision. It was brought out that Color Television Inc. is not a licensee and that the facilities of CBS and RCA, advocates of the two other principal color systems, are "very limited."

"It is extremely difficult to estimate how long it would take them to build additional facilities for an adequate demonstration among 'the major cities or metropolitan markets,'" FCC said.

Additionally, the Commission noted that it has already called upon the principal color proponents to conduct a series of field tests embodying "a representative cross-section of the public" [BROADCASTING, Nov. 28].

First phase of the color proceeding was completed the week of Nov. 21 with comparative demonstrations of the RCA and CBS color systems and black-and-white as handled by Allen B. DuMont Labs.

Columbia's request for a short delay in resumption of the sessions was premised on plans involving use of its color equipment in medical demonstrations in Atlanta on Feb. 8, original date for the second comparative showings.

Color Television Inc. as well as RCA and CBS will participate in the comparisons now scheduled for Feb. 23-24, along with black-and-white by DuMont.

# Film Report

ANIMATION ART FESTIVAL, featuring animated films for TV, recently held by **United Productions of America** at its Burbank, Calif., studios, will be presented at Museum of Modern Art, New York, after first of year. . . . **Jim Moran**, the "Courtesy Man," of Courtesy Motors, Chicago, says excellent reception given *Courtesy Television Theatre* on WGN-TV Chicago, makes it possible to continue present series of top movie releases with another group of films. Included are: "Abraham Lincoln," "Green Cockatoo" and "It Happened Tomorrow."

Six spots advertising **Pall Mall** cigarettes have been completed by **RKO Pathe.** One-minute television commercials are extension of company's newspaper and magazine campaign conducted by Sullivan, Stauffer, Colwell & Bayles. Spots are being run over NBC-TV network on Pall Mall TV program *The Big Story*. . . . **Jerry Fairbanks Productions**, Hollywood, has scheduled 26 quarter-hour television musicals for early 1950 filming. Series, to have western theme, will star Danny O'Neil, singer. Filming tentatively slated for producer's Mexico City, Churubusco studios.

**Cloverland Dairies**, Baltimore, has purchased **Telemount Productions**, Los Angeles, *Magic Lady and Boko* series of 13 ten-minute films. Program will be telecast weekly over WAAM (TV) Baltimore starting Dec. 11. KPIX (TV) San Francisco also currently running series. . . . **United Videogram Inc.**, 11 East 47th St., New York, has just completed TV film commercial for **Schwartz Bros. Cigar Corp.**, Philadelphia, for ALCAZAR cigars. Commercial will be run on WTMJ-TV Milwaukee. Agency, **Moser & Cotins Inc.**, Utica, N. Y.

**Edward Ruby** of **Ruby Editorial Service Inc.**, 729 Seventh Ave. at 49th, New York, has announced construction is now in progress for series of editing rooms for use by producers and cutters. Facilities, to be ready in few weeks, will have all modern equipment with every mechanical device for securing various effects in sound and image phases, he says. Rooms will be available for renting by the day or longer periods.

**Sarra Inc.**, Chicago, has produced series of 20-second spots for **Pepsi-Cola** using theme "more bounce to the ounce." Series combines live-action and stop-motion with musical background of jingles, and is to be released to TV stations through **Biow** agency as station-breaks. **Sarra**, New York, has completed spots for **Thorofare Markets**, Pittsburgh, for telecasting on WDTV (TV) that city. Series includes 20- and 60-second commercials featuring Penny Fare, puppet. Agency is **Ketchum, McLeod & Grove**, Pittsburgh.

**Telepix Corp.**, Hollywood, planning production of two one-minute films featuring Art Baker, for **California Federal Savings.** Agency, **Elwood J. Robinson Adv.**, Los Angeles. Same firm preparing 60-second film for **United Technicians Calif.** (television set maintenance and insurance firm). Film to be placed first on Los Angeles and later on San Francisco and San Diego stations.

## Telefile: WTMJ-TV

*(Continued from Telecasting 5)*

national. Local advertisers cover a wide range of enterprises, including banks, breweries, department stores, furniture, radio and television stores, general retail establishments, dairies, restaurants, women's apparel shops, automobile dealers, coal and fuel companies, packing houses, gas and oil companies. Two salesmen spend full-time on local accounts.

In its technical and art departments, WTMJ-TV has originated several devices used in TV commercial presentations. It claims to have built the first usable baloptican. Cards used on the device are made to a size 4 by 5½ inches, with a half-inch bleed all around, and the cards can be photos, regular art work, or a new type of animated card.

The latter was conceived by a station artist, Joe Fox, and is patented by WTMJ-TV. It is fabricated of cardboard, paper, brass, and plastic, and can be operated by the projectionist by means of levers protruding beyond the camera limit. Possibilities of diversion on the animated cards are endless. Several hundred have been especially designed and used over and over again for various commercial accounts on WTMJ-TV.


Are you looking for
WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio-Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260



Only $2.98 helps put new "sell" in television advertising

**Sponsor of** television show had to refilm his commercials to meet a new selling problem. New films picked up at the studio 4 P.M., delivered to TV station 800 miles away 8:47 P.M. same evening. Air Express cost for 11-lb. carton, $2.98. (In *undramatic* fashion Air Express keeps radio, television or any business rolling.)

**Remember that $2.98** bought a complete service in Air Express. Rates include door-to-door service and receipt for shipment—plus the speed of the *world's fastest* shipping service.

**Every Scheduled Airline** carries Air Express. Frequent service — air speeds up to 5 miles a minute! Direct by air to 1300 cities; fastest air-rail to 22,000 off-airline offices. Use it regularly!

Only Air Express gives you all these advantages

Nationwide pick-up and delivery *at no extra cost* in principal towns, cities.

One-carrier responsibility *all the way*; valuation coverage up to $50 without extra charge. And shipments always *keep moving*.

Most experience. More than 25 million shipments handled by Air Express.

Direct by air to 1300 cities; air-rail to 22,000 off-airline offices.

These advantages make Air Express your best air shipping buy. Specify and use it regularly. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

SPECIFY AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

# Telestatus

## CBS-TV Issues Rate Card No. 3

(Report 89)

CBS TELEVISION Network comprises 54 stations, according to Rate Card No. 3, dated Nov. 1, 1949. Of the total, 26 are interconnected, with a combined evening hour rate of $10,750; 28 are non-interconnected, with a combined evening hour rate of $6,500.

New card standardizes daytime rates as half the evening rates, with the 5-6 p.m. hour, Monday through Friday, set at 75% of the evening rates. For time periods of less than one hour, 45 minutes is charged at 85% of the hour rate; 40 minutes at 80%; 30 minutes at 60%; 20 minutes at 50%; 15 minutes at 40%; 10 minutes at 33⅓% and five minutes at 30%.

Studio live rehearsal charges are $250 an hour, with an extra charge of $450 for any program originating from a theatre studio. Film pre-broadcast run-through charges are $150 an hour, with a minimum charge of $50. Remote telecasts carry a fee of $800 per pickup.

These facilities charges "establish a new and more realistic set of standards, based on more than three years of operating experience," David V. Sutton, general sales manager of the CBS-TV Network, noted in a letter sent to advertisers and agencies with the new rate card. Letter pointed out that advertisers using the video network's facilities prior to Nov. 1 will be protected until May 1, 1950, on all changes contained in Rate Card No. 3.

* * *

### Five Stations Announce New Rates

NEW rates have been announced by five television stations: KSTP-TV Minneapolis-St. Paul; WAVE-TV Louisville; WICU (TV) Erie, Pa.; WPIX (TV) New York, and WTMJ-TV Milwaukee. The new KSTP-TV and WICU rates were effective Dec. 1 and the other three stations will put their revised schedules into effect Jan. 1, 1950.

KSTP-TV has increased its rates to a one-time one-hour Class A base rate of $325. In announcing the higher rate, Miller C. Robertson, vice president in charge of sales, said the station is keeping within the policy of lining up rates with expanding circulation.

Originally scheduled to take effect Nov. 1, the date was advanced because of a delay in printing of the new Rate Card No. 4. For this reason, he said, all business signed prior to that date with a starting date prior to Jan. 1, 1950, will be at the old rate, with six months protection from Dec. 1. All current users of KSTP-TV's service, he added, also will be given this protection.

Base transmitter charges, on which WAVE-TV sets its rates, start at $250 for a one time hour in the periods Monday through Friday, 6 p.m. to closing and Saturday and Sunday, 12 noon to closing. For all other times the base transmitter charges for a one time hour are $187.50. With a frequency discount for 104 times or more the hour rate scales down to $200 and $150 in the different time periods.

Announcements of one minute or less go from $50 for one time to $40 for 104 or more times in the first time period and from $37.50 to $30 in all other periods. Program facilities drop from $90 for a one hour live studio program to $18 for a five minute live studio show. The film studio facilities charges are $30 for an hour down to $6 for five minutes.

At WICU the one-time Class A hour (weekdays, 6-11 p.m., and Saturday and Sunday 12 noon-11 p.m.) is $300 and scales down to $217.50 on a frequency discount for 260 times or more. A Class A minute goes from $40 for one time down to $31 for 260 or more times. In Class B time (weekdays prior to 6 p.m.; Saturday and Sunday prior to 12 noon) the hour rate is scaled from $200 for one time down to $170 for 260 times or more. On the same frequency basis a Class B minute goes from $27.50 to $21.

In the first rate increase since it took the air in June 1948, WPIX also is changing its discount system and time classifications. New rate for a one-minute spot will be $200, $50 more than the current charge. A 20-second announcement increases from $90 to $150. Frequency discounts for spots will be: 13 times, 5%; 26 times, 10%; 52 times, 15%; 104 times, 20%; 260 times, 25%. New time classifications will be Class A, 6:30-10:30 p.m.; Class B, 5-6:30 p.m. and 10:30 p.m. to closing; all other times are Class C. The new Class B rate will be 75% of basic Class A rate and Class C will be 50% of Class A. Commitments made prior to Jan. 1 will be completed at current rates for 26 weeks, according to Robert L. Coe, station manager who announced the new schedule.

On WTMJ-TV a basic hour will cost $450 when Rate Card No. 6 goes into effect Jan. 1. For one-minute or less the charge will be $65. These basic rates are for the time period 6-11 p.m. Monday through Friday and 1-11 p.m. Saturday and Sunday. Monday through Friday, 5-6 p.m., is charged at three-fourths of the base and all other periods are one-half the base charges. When 52 consecutive weeks of broadcasting are completed, a bonus discount of 10% will be allowed on the lowest net weekly billing for time service only. Programs and announcements cannot be combined for the purpose of a bonus discount.

* * *

### N. Y. Program Trend Reported by Ross

NEW YORK televiewers are getting slightly fewer video programs in December than they did in May—251 now, 253 then—and slightly more hours of service—1,080 quarter-hours a week now, 1,053 quarter-hours a week then—according to a comparison made by *Ross Reports on Television Programming*.

The increase in service which came with the inauguration of WOR-TV was offset by the end of the baseball season, WNBT's dropping its afternoon programming, WJZ-TV and WOR-TV staying off the air two days a week, etc., the report notes. WCBS-TV provides a counter-trend with the addition of daily UN session telecasts which boost its total quarter-hours to 253 a week as against 240 a week in May.

Programwise, the trend is to-

*(Continued on Telecasting 14)*

## Weekly Television Summary

Based on Dec. 12, 1949, BROADCASTING Survey

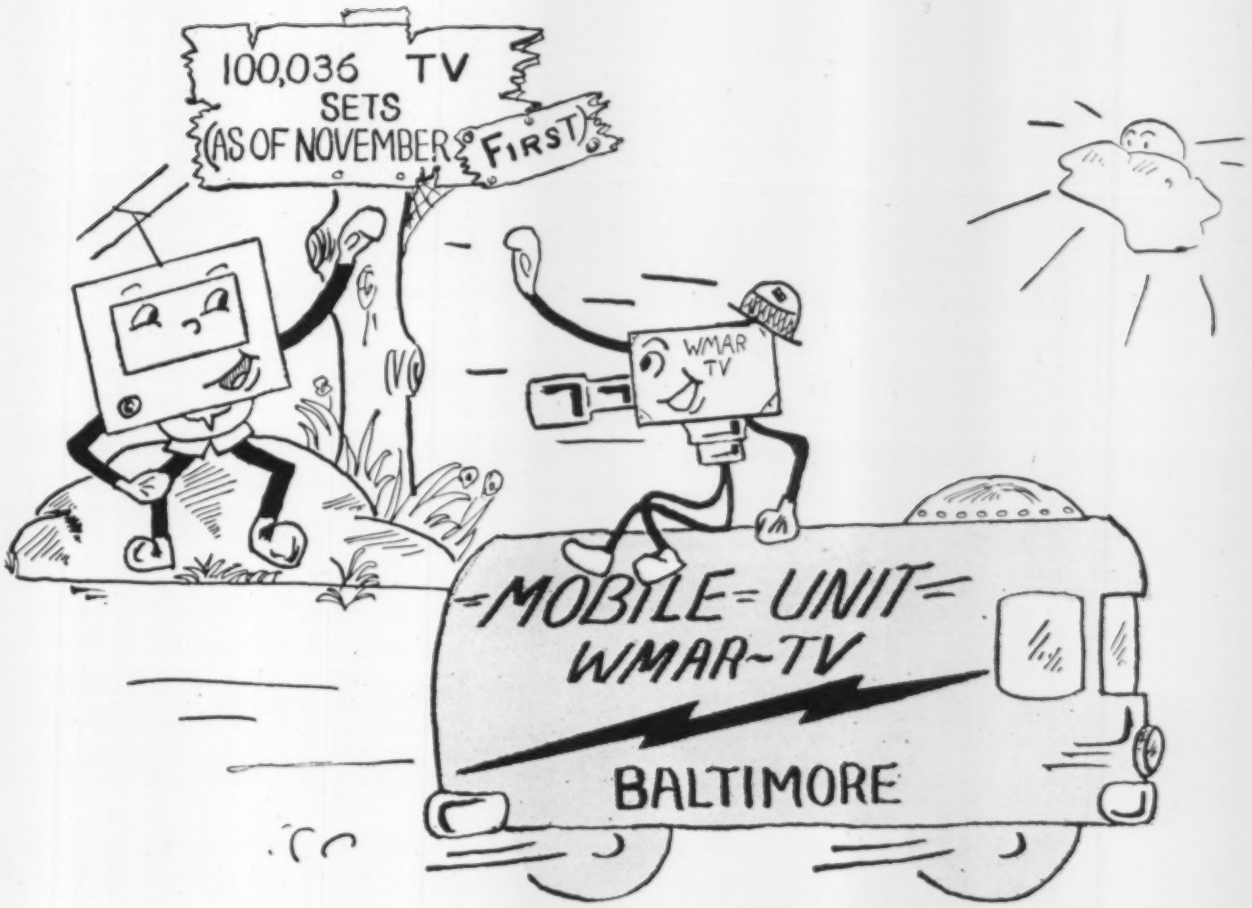
| City | Outlets On Air | Number Sets | Source of Estimate |
|---|---|---|---|
| Albuquerque | KOB-TV | 1,500 | Station |
| Atlanta | WAGA-TV, WSB-TV | 20,500 | Distributors |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 100,036 | TV Circ. Comm. |
| Binghamton | ..... | 2,300 | Dealers |
| Birmingham | WAFM-TV, WBRC-TV | 6,750 | Distributors |
| Bloomington | WTTV | 300 | Dealers |
| Boston | WBZ-TV, WNAC-TV | 172,276 | TV Comm. |
| Buffalo | WBEN-TV | 44,132 | Buff. Elec. Co. |
| Charlotte | WBTV | 9,300 | Distributors |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 266,460 | TV Comm. |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 44,000 | Distributors |
| Cleveland | WEWS, WNBK | 119,103 | West. Res. U. |
| Columbus | WBNS-TV, WLWC, WTVN | 20,750 | Distributors |
| Dallas, Ft. Worth | See Ft. Worth-Dallas listing. | | |
| Davenport | WOC-TV | 3,315 | Distributors |
| Quad Cities: | Includes Davenport, Moline, Rock Island, East Moline. | | |
| Dayton | WHIO-TV, WLWD | 23,800 | Stations |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 145,000 | Distributors |
| Erie | WICU | 14,700 | Station |
| Ft. Worth-Dallas | WBAP-TV, KBTV, KRLD-TV | 22,000 | Dist. & Deal. |
| Grand Rapids | WLAV-TV | 9,000 | Distributors |
| Greensboro | WFMY-TV | 7,325 | Distributors |
| Houston | KLEE-TV | 9,000 | Distributors |
| Huntington | WSAZ-TV | 2,750 | Distributors |
| Indianapolis | WFBM-TV | 14,000 | Dist. & Deal. |
| Jacksonville | WMBR-TV | 4,160 | Wholesalers |
| Johnstown | WJAC-TV | 7,850 | Distributors |
| Kalamazoo-Battle Creek | ..... | 3,500 | Dealers |
| Kansas City | WDAF-TV | 20,434 | Distributors |
| Lancaster* | WGAL-TV | 15,974 | Dealers |
| Los Angeles | KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV | 251,042 | Rad. & Appl. Assn. |
| Louisville | WAVE-TV | 13,104 | Station |
| Memphis | WMCT | 12,210 | Distributors |
| Miami | WTVJ | 12,000 | Station |
| Milwaukee | WTMJ-TV | 50,564 | Distributors |
| Minn.-St. Paul | KSTP-TV, WTCN-TV | 41,300 | Stations |
| New Haven | WNHC-TV | 55,100 | Station |
| New Orleans | WDSU-TV | 9,000 | N. O. Pub. Serv. |
| New York | WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX | 875,000 | Stations |
| Newark | WATV | Incl. in N. Y. estimate | |
| Norfolk | ..... | 1,001 | Distributors |
| Oklahoma City | WKY-TV | 14,340 | Distributors |
| Omaha | WOW-TV, KMTV | 10,342 | Distributors |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 315,000 | Elec. Assn. |
| Phoenix | KPHO-TV | 3,000 | Station |
| Pittsburgh | WDTV | 55,000 | Dist. & RMA |
| Portland, Ore. | ..... | 606 | Eng. Est. |
| Providence | WJAR-TV | 19,750 | Dealers |
| Richmond | WTVR | 20,000 | Distributors |
| Rochester | WHAM-TV | 15,931 | Distributors |
| Salt Lake City | KDYL-TV, KSL-TV | 7,000 | Station |
| San Antonio | ..... | 150 | Distributors |
| San Diego | KFMB-TV | 12,750 | Station |
| San Francisco | KGO-TV, KPIX, KRON-TV | 18,000 | N. Cal. Elec. Assn. |
| Schenectady | WRGB | 44,200 | Distributors |
| Seattle | KING-TV | 12,600 | Distributors |
| St. Louis | KSD-TV | 57,600 | Union Elec. Co. |
| Syracuse** | WHEN | 19,132 | Distributors |
| Toledo | WSPD-TV | 28,000 | Dealers Assn. |
| Tulsa | KOTV | 6,600 | CPA Audit |
| Utica-Rome | ..... | 4,500 | Dealers |
| Washington | WMAL-TV, WNBW, WOIC, WTTG | 78,700 | TV Circ. Comm. |
| Wilmington | WDEL-TV | 21,804 | Dealers |

Total Markets on Air 55; Stations on Air 94; Sets in Use 3,195,541

* Lancaster and contiguous areas.

** Also claims coverage in Utica-Rome area.

**Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.**




# 100,000 IS A MILESTONE!

In a city, an audience or a fortune, 100,000 is an important milepost pointing to the future.

In 1840, Baltimore City passed 100,000 in the number of its residents. Now it tops a million.

On November 1, 1949, Baltimore area residents had bought and installed 100,036 television receivers.

Baltimore has taken television to its heart, and the recent surveys by C. E. Hooper, Inc., show that Television attracts a greater percentage of the nighttime audience in Baltimore than in any other city in the U. S.

Sagacious sponsors can find no more fertile territory for their TV advertising. And any survey will show them that . . .

**IN MARYLAND, MOST PEOPLE WATCH**

# WMAR-TV

Represented by

**THE KATZ AGENCY, INC.**

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

**TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

## Telestatus

*(Continued from Telecasting 12)*

ward dramatic shows, according to Ross, who points out that there are now 40 programs occupying 70 quarter-hours of New York TV air time a week, compared with 18 dramatic shows taking up 46 quarter-hours in May. Comedy-variety, forum, religious, news and sports programs are about on a par with May; films are up slightly and give-aways down slightly, while children's, musical, talent, interview and exposition programs have declined most.

* * *

### Advertest Studies Product Use in TV Homes

TELEVISION advertising tends to increase the use of advertised items generally and specific products in particular. This conclusion may be drawn from a study of "The Advertising Effectiveness of Television" conducted by Advertest Research, New Brunswick, N. J.

The survey was made during the first 10 days of November when interviewers contacted 588 housewives in television homes throughout the New York metropolitan area. Each housewife was questioned as to use, brands and purchases of instant coffee, regular coffee, shortening, laundry soap, dish soap, facial tissue, cold creams and packaged breads. The eight categories were selected by Advertest Research because of frequency of purchase and because the housewife-respondent could be expected to have a full knowledge of brands used and planned purchases.

In the program influence analysis a higher percentage of viewers used the general products than did non-viewers in six of the eight classifications. In one, where two shows were listed for two different products, the general item was used by more viewers to one show and more non-viewers to the other. Taking the specific products advertised, more viewers than non-viewers had the product on hand in the case of nine of the 12 programs listed. In several of the product classifications there was more than one program and product included.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# KRLD-TV OPENS

## *Pools Football Telecast With Area Stations*

TELEVISION in the Dallas-Fort Worth area put on a "united front" Dec. 3 when KRLD-TV Dallas became the third station in the area to start telecasting.

Following opening ceremonies, featuring top executives, the newest of the north Texas stations joined WBAP-TV Fort Worth and KBTV (TV) Dallas in putting the Notre Dame-Southern Methodist U. football game on the air, Saturday, Dec. 3. Thus, KRLD-TV's debut also marked the first television network for the Southwest.

WBAP-TV cameramen and equipment covered the game, feeding it to the other two stations, as the mobile units of both KRLD-TV and KBTV stood by at the Cotton Bowl.

An estimated 17,000 to 20,000 TV sets in the Dallas-Fort Worth area carried the same images of the big game on all three channels —a game watched by some 80,000 spectators inside the Bowl, including the governor of Texas, comedian Bob Hope and an array of sportscast talent feeding the networks.

One sponsor paid to present the game on the three stations—Humble Oil and Refining Co. of Texas.

KRLD-TV bowed on the air about an hour before the game telecast (at 12:25 p.m.) with an opening greeting by Tom C. Gooch, president of the *Dallas Times Herald* and chairman of the board of KRLD.

John W. Runyon, KRLD president, told the TV audience: "No expense has been spared in the purchase of equipment, the training of personnel nor in program contracts." Clyde W. Rembert, KRLD managing director, promised viewers and listeners the best of CBS shows.

KRLD-TV's advent was saluted by 50 pages of special television sections in the Sunday *Dallas Times Herald*, Dec. 4, and a 20-page Sunday section in the *Fort Worth Star-Telegram*, which combined a play for its own WBAP-TV affiliate along with the new Dallas outlet.

Popular interest in television spurted to a point where dealers were reporting difficulty in stocking sufficient receivers to meet the demand.

# FOSTER NAMED

## *Is Esty Co. Vice President*

KENDALL FOSTER, head of television for William Esty Co., New York, has been named a vice president effective immediately.

Mr. Foster joined the agency six years ago as a publicity director. One year later he moved into the radio department where he produced and directed many of the agency's network shows.

He has been in charge of the television department since its inception four years ago. Currently he supervises the following programs: *Man Against Crime* on CBS-TV, *Camel News Caravan*, five times weekly on NBC-TV, and, effective Jan. 1, *The Ed Wynn Show* on CBS-TV, all sponsored by Camel cigarettes, as well as the *Colgate Theatre* on NBC-TV, sponsored by Colgate-Palmolive-Peet, and various sports programs.

Prior to his association with the agency, Mr. Foster was in the theatre as an actor, producer and manager.

KEYL (TV) San Antonio, Tex., has signed for DuMont telecasting equipment. Station is scheduled to start testing early in January.

# DRUG STORE TV

## Plans Second DuMont Show

ANOTHER $1 million in drug advertising will be spent with DuMont TV Network by Drug Store Television Productions, a group of 14 major drug store chain operators, which last week signed for a second one-hour variety show to be placed on the network. The drug group is expected to spend $2 million with DuMont in 1950, the network said.

The group, which currently sponsors *Cavalcade of Stars*, featuring Jack Carter, on Saturday nights, will present a second program Tuesday, 9-10 p.m., title, format and talent for which has not been announced. Produced by Stanton B. Fisher Inc., New York advertising agency, which also handles the Jack Carter show, the program will be identified by local cut-ins in those cities where the individual drug chains maintain stores: In New York, Whelan Drug Stores will be identified; Sun Ray in Philadelphia; Read in Baltimore; Peoples in Washington; Sun Drug in Pittsburgh; Gray in Cleveland; Cunningham in Chicago; Walgreen in Chicago; Gallagher in Dayton; Dow in Cincinnati, and Gray in Columbus. These cities will carry the program "live."

Other cities, which will carry the show two weeks later by teletranscription, include: Boston, where Liggett will cut in; Richmond for Peoples Drug; Atlanta for Jacobs store; Minneapolis and Louisville where Walgreen will be identified; Rochester for Dow's and Owl-Rex-all will be identified in Los Angeles.

Stanton B. Fisher, head of the agency, has stepped up his weekly video billings on DuMont from $2,000 to $40,000. He started with *Charade Quiz* for Whelan's on WABD (TV) New York, network's flagship, in June 1948, and six months later acquired the DuMont-produced *Front Row Center*, currently a participating program. Later Mr. Fisher instituted *Cavalcade of Stars* for Drug Stores Television Productions, which just started its second 26-week cycle of sponsorship on the same basis as its second show is handled.

# HELLER NAMED

## Will Head TV Authority

GEORGE HELLER, executive secretary of AFRA, was elected chief executive of the newly formed Television Authority, the proposed one big union for video talent. The election took place at the TVA's first board meeting, held Wednesday at the Hotel Astor in New York.

To head the new organization, it will be necessary for Mr. Heller either to leave AFRA permanently or obtain a leave of absence. Until AFRA's own council acts, the Heller appointment to TVA will be on a tentative basis.

Other action taken by the meeting included the appointment of a committee to seek a TVA headquarters. It is a foregone conclusion that the national office will be in New York because of the concentration of video activity there.

The TVA board also discussed its relations with Screen Actors Guild and Screen Extras Guild, which voted against creation of TVA. TVA itself is composed of members of AFRA, Equity and Chorus Equity, American Guild of Variety Artists and American Guild of Musical Artists. All the guilds are themselves members of a parent group, Associated Actors and Artistes of America, AFL.

The discussion about the screen guilds concerned proposals looking toward a partnership arrangement between them and TVA. On the subject of such a partnership, the screen guilds have taken the position that they will agree to nothing but a "complete partnership," by which they mean to retain full jurisdiction over films for television, leaving the jurisdiction of live television appearances to TVA. The partners, however, under the screen guilds' concept, would sit at all negotiations together. The board members:

From AFRA—Clayton Collyer, Virginia Payne, Alex McKee, Alan Bunce, Ken Carpenter, Knox Manning, Frank Nelson, William Gavin, Harry Elders, Norman Barry (Alternates: Stuats Cotsworth, Carl Frank, William Adams, Vincent Hayworth, Nelson Case, Ben Grauer).

From Equity — Sidney Blackmer, Marc Daniels, Mildred Dunnock, John Kennedy, Peggy Wood, Winston O'Keefe, Ezra Stone, Margaret Webster, Francis Reed, Mady Christians.

From Chorus Equity—Dennis King, Philip Loeb, Paula Purnell, Clara Cordery, Robert Spero, Frank Colletti, Neal Hamilton, George Bockman, Philip Bourneuf, Edith Atwater.

From AGMA—Lawrence Tibbett, Conrad Thibault, Felix Knight, Bea Tompkins, Elissa Minet, Henry Arthur, Donald Dane, Lanny Ross, Herbert Graf, Margaret Speaks.

From AGVA—Joey Adams, Jerry Baker, George Price, Dewey Barto, Gypsy Rose Lee, Rex Weber, Jack Carter, Paul Winchell, Margie Coates and Sid Stone.

## SLANDER SUIT

### TV No Exception, Court Rules

CALLING a government employe a Communist on a television program is slanderous *per se*, Judge Edward Conger ruled Wednesday in U. S. District Court in New York.

He dismissed a motion by Elizabeth T. Bentley, former Communist courier, NBC and General Foods Corp. to throw out a $100,000 slander suit brought by William W. Remington, government economist. Mr. Remington's action followed a telecast in September 1948 by Miss Bentley on *Meet the Press* sponsored by General Foods over NBC-TV.

Judge Conger passed over Miss Bentley's contention that her statements on the telecast were privileged as an accurate record of her testimony before a Congressional committee. He said he deemed it "more judicious" to leave that issue to be resolved by the trial judge.

## UHF FUTURE

### Craig Speaks in Montreal

A MINIMUM of two years before substantial UHF telecasting can be done was foreseen last Monday by John W. Craig, vice president of Avco Mfg. Corp. and general manager of its Crosley Division.

Mr. Craig, addressing the Canadian Club of Montreal, on "Television, Today and Tomorrow," urged that no hasty action be taken on color standards until the best possible system is ready for public acceptance.

"My own company," he said "has been working in this field—as well as the ultra high frequencies and other advanced problems—in our laboratories at Cincinnati. We have designed experimental color receivers—and we have developed color "sync" adapters and ultra high frequency adapters. We are convinced that *more work* remains to be done on color."

Mr. Craig pointed out that surveys show 75% of TV sets in use are owned by lower and middle income families. He predicted a 1950 set production of 3,200,000, and that by 1953, sets in the U. S. would exceed 20 million, with some 75 million persons in video's audience. By that time, he said, some 700 stations should be on the air. He predicted also that before the end of five years, video would offer employment, directly or indirectly, to more than one million persons.

## WTTV (TV) To DuMont

WTTV (TV) Bloomington, Ind., owned by Sarkes and Mary Tarzian, has signed a network affiliation contract with DuMont TV network, it was announced last week by Mortimer W. Loewi, network director. The station is also affiliated with CBS-TV, and will shortly join ABC-TV, it was learned.

Drawn for TELECASTING by John Zeiglet

**Te-Ve**

## SCENIC RETURN

### Terms End 14-Day Strike

BACK-TO-WORK movement began Thursday by 72 television set and costume designers at ABC, CBS, DuMont and NBC-TV networks and at WPIX (TV) New York to end a two-week strike. The managements and the union, Local 829, United Scenic Artists, AFL, said the settlement, reached Dec. 7, involved no change in basic minimum scales. The new contract will continue to Oct. 1, 1950.

Original demand of the union was for parity with set and costume designers in theatrical and motion picture work. Settlement formula, it was announced, will result in increased take-home pay for many of the artists as a result of a reshuffling of hours and merit review of individual employes' salaries.

It was learned that although minimum scales were not increased under the new contract, the men are to receive the same pay for 37½ hours that they formerly earned for 40 hours. Single time will be paid for the periods from 37½ to 40 hours while time and half will be given for time over 40 hours.

## 'CISCO KID'

### Bakeries Take TV Series

INTERSTATE Bakeries, Los Angeles, through Dan B. Miner Advertising Agency, has become the first sponsor to sign for the new *Cisco Kid* weekly television series. Announcement was made Monday by John Sinn, of Frederic Ziv Co., which controls rights to the series, and Philip N. Krasne, motion picture producer of *Cisco* film for United Artists.

Video version is being produced by Messrs. Sinn and Krasne in 16mm kodachrome at the rate of 52 productions annually for the next ten years. Weber's Bread, an Interstate subsidiary, sponsors the *Cisco Kid* radio package series. Interstate plans to use California and midwest markets for the film series, which also will be made available to other TV markets.

## TV SOUND

### Amendment Proposed

PROPOSED amendment to further clarify its rule prohibiting separate operation of television sound and visual transmitters, except under certain conditions, was issued by FCC last week. The amendment would continue FCC's earlier announced policy that test patterns be accompanied only by single or series of varied tones [BROADCASTING, June 27, July 4].

Requesting comments on the amendment by Jan. 9, 1950, the Commission would provide separate operation of aural transmitters for test or experimental purposes, or for emergency fills upon failure of visual equipment. Limited pre-program operation of still material also was specified.

The proposed amendment, as well as typical examples as cited by the Commission, follow:

**§3.661(b) (1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:**

**(i) For actual test of station equipment and for actual experimentation in accordance with Section 3.662; and**

**(ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs.**

**(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmissions shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other. Provided that nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:**

**(i) To accompany aural announcements of the station's program schedule for a total period not to exceed 15 minutes in any broadcast day; and**

**(ii) To accompany aural news broadcasts or news commentaries not to exceed 5 minutes in length and for a total period not to exceed 15 minutes in any broadcast day.**

**Examples:**

**(1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e. a "simulcast") is consistent with this subsection.**

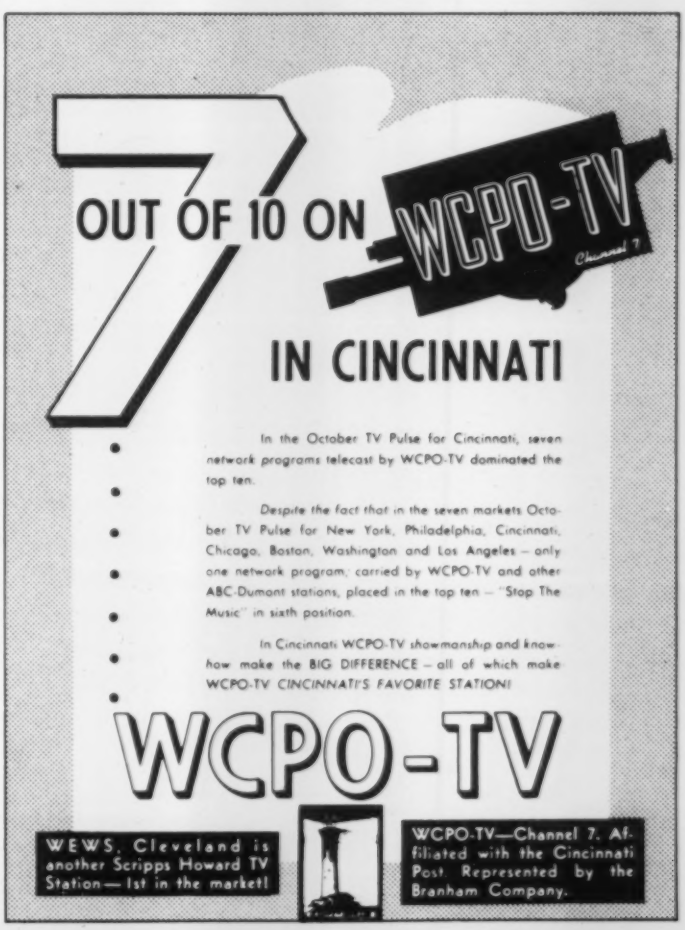
**(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this subsection, except for the specific purposes and periods specified in subsection (b)(2).**

**(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmissions are integral parts of the same program having a substantial relationship to each other, within the meaning of subsection (b)(2).**

**(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers or receiving antennas is not consistent with this subsection.**

**(5) The broadcast of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this subsection.**

**(6) The broadcast of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this subsection.**



7
OUT OF 10 ON
WCPO-TV
Channel 7
IN CINCINNATI
In the October TV Pulse for Cincinnati, seven network programs telecast by WCPO-TV dominated the top ten.
Despite the fact that in the seven markets October TV Pulse for New York, Philadelphia, Cincinnati, Chicago, Boston, Washington and Los Angeles – only one network program; carried by WCPO-TV and other ABC-Dumont stations, placed in the top ten – "Stop The Music" in sixth position.
In Cincinnati WCPO-TV showmanship and know-how make the BIG DIFFERENCE – all of which make WCPO-TV CINCINNATI'S FAVORITE STATION!
WCPO-TV
WEWS, Cleveland is another Scripps Howard TV Station—1st in the market!
WCPO-TV—Channel 7. Affiliated with the Cincinnati Post. Represented by the Branham Company.

# give to anyone in radio-tv

# BROADCASTING

*Merry Christmas*

## 52 WEEKS A YEAR

. . . with BROADCASTING • TELECASTING. What better gift than that of business knowledge, of thought-provoking feature articles and lens-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 26 issue.

Remember, when you give BROADCASTING • TELECASTING you give the finest in radio for 52 weeks, plus the big 3½ lb. 1950 Yearbook.

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**1 for $7  4 for $25  8 for $45**

Note: Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.

**BROADCASTING**
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*The Newsweekly of Radio and Television*

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Name .....
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Sign gift card: .....

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City ..... Zone ..... State .....
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**NATIONAL PRESS BLDG., WASHINGTON 4, D.C.**

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Signed .....
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Pull Out for Filing

## FM REVENUE

### Set Leasing Aids Stations

LEASING of FM receivers to business firms and public institutions offers FM stations a source of added revenue, according to a study of the NAB FM Dept. The study was conducted by Arthur C. Stringer, FM director, at the suggestion of NAB's FM Executive Committee headed by Cecil D. Mastin, WNBF-FM Binghamton, N. Y. Results of FM rental projects in three cities are reviewed. The stations are WMLL (FM) Evansville, Ind.; KWFM (FM) San Diego and WIBW-FM Topeka, Kan.

The NAB study shows that receivers are leased for fees ranging from $10 to $35 a month. Suscribers include hotels, restaurants, clubs, stores and similar institutions. Stations install the receiving equipment, generally at a price allowing a small profit. Portions of broadcasts are eliminated from the receivers by use of a supersonic signal from the transmitter. WMLL has a program formula that has been found pleasing for the home audience, bus riders and lessors of FM sets. KWFM cuts in a wire recorder when the station is cut out, using a timing device. Cost of providing the service is low, according to the stations.

## GEORGE McELROY

### KTOW Stockholder Dies

GEORGE McELROY, 41, stockholder in KTOW Oklahoma City, died Nov. 30 following a heart attack in his office.

A prominent Oklahoma City attorney, Mr. McElroy helped organize the Sooner Broadcasting Co., licensee of KTOW and applicant for a television grant in that city. Active in politics, he served during the war in the office of the U. S. district attorney. He assisted Josh Lee when the latter was Congressman from Oklahoma and managed Mr. Lee's campaign in 1936 for the U. S. Senate. In 1943 Mr. McElroy was state president of the Oklahoma Junior Chamber of Commerce. He is survived by his wife and three children.

## HAROLD FAIR

### Is WHAS Program Director

HAROLD FAIR, director of the NAB Program Dept. throughout the section's 2½-year existence, today (Dec. 12) joins WHAS Louisville as program director. He will direct both AM and television program operations, though the TV station is not yet on the air.

Mr. Fair

Mr. Fair became director of the NAB department in April 1947 after a long term as program director of WHO Des Moines. The NAB Program Dept. was abolished last summer in the board's streamlining operation. Much of his time at NAB had been devoted to preparation and development of the Standards of Practice.

Born July 2, 1903, in Iowa, Mr. Fair entered radio on the talent side in 1921 when his dance orchestra appeared on the old WDAP, now WGN Chicago. He was a student at Northwestern U. at the time and his band was heard frequently on Chicago stations. In the mid-'20s he joined the Gene Goldkette orchestra as pianist and arranger.

His station experience started at KOIL Omaha in 1927 and included service at WBBM Chicago and later at WBEN Buffalo where he was general manager besides serving as associate conductor of the Buffalo Symphony. After CBS Chicago and Bozell & Jacobs, Omaha, tours he became WHO program director in 1934.

In 1945 when the Joskes of Texas retail-radio project was started by NAB, Mr. Fair was asked to serve as program adviser. He is still active in music as pianist and composer.

# Management

ROGER BAKER, former commercial manager of WKBW Buffalo where he entered radio in 1928, promoted to assistant to the president, DR. CLINTON H. CHURCHILL. Mr. Baker was manager of KOB Albuquerque, N. M., in 1947, leaving it in August 1948 to become commercial manager of WKBW.

J. G. (Gil) PALTRIDGE, former owner and manager of KGIL San Fernando Valley, Calif., named local manager of KYA San Francisco. He was sales promotion manager for NBC in San Francisco in 1940, becoming director of promotion and assistant to manager of Blue network in split of Red and Blue. In 1943 he was acting manager of KGO San Francisco and later held same position with KFI Los Angeles, from which he resigned in 1946 to open KGIL.

Mr. Paltridge

EARL WITHROW, formerly manager of WAIT Chicago, joins KYOR (formerly KUCB) Blythe, Calif., in same capacity. He succeeds ROBERT WAREHAM.

D. W. HOISINGTON, formerly chief engineer and assistant manager of KMUS Muskogee, Okla., appointed general manager of KAYS Hays, Kan., replacing CLEM MORGAN. Mr. Morgan has not announced his future plans.

FRED A. TEED resigns as secretary-treasurer of KTSA San Antonio effective Feb. 1 to establish microfilming service organization Jan. 1 in San Antonio. He had been with Howe-Snowden organization for 23 years, from newsboy to executive of KTSA. Resignation followed transfer of KTSA to Express Publishing Co.

Mr. Teed

BLAKE TABOR appointed manager of Madison, S. D., studio of KISD Sioux Falls, S. D., succeeding RALPH DOERR (see Commercial).

JOHN PEARSON, formerly manager of KHUB Watsonville, Calif., joins KBUC Corona, Calif., in same capacity, succeeding BUD COULSEN.

PAUL SCHAFER, formerly program director of WANE Fort Wayne, Ind., and before that with WOWO and WGL Fort Wayne, appointed assistant manager of WNOR Norfolk, Va.

J. DUDLEY DEVINE elected chairman of WYBC New Haven (Yale U. Broadcasting Co.). WYBC is non-subsidized undergraduate organization, transmitting over wired wireless system to university.

WILLIAM GEDDES, formerly chief engineer of KROP Brawley, Calif., named manager of KICO Calexico, Calif. He replaces JACK SHACKLETT, resigned.

FRANK S. HOY, owner and general manager of WLAM Lewiston-Auburn, Me., appointed chairman of State Board of Education.

ISAAC D. LEVY, attorney and a founder of WCAU Philadelphia, appointed a member of Fairmount Park Commission on Dec. 1 for term expiring in June 1952.

RICHARD A. MOORE, assistant general manager and director of television operations for ABC Western Div., appointed member of television committee of Los Angeles Chamber of Commerce.

## KIT To NBC

KIT Yakima, Wash., ABC affiliate, will switch its affiliation to NBC on Jan. 1, 1950, at the expiration of its contract with the former network. The station, which becomes the 172d NBC station, is owned by Carl E. Haymond. It operates on 1280 kc with 5 kw daytime, 1 kw nightime power.


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FEATURE PROGRAMS, Inc.
113 W. 57th STREET
NEW YORK 19, N. Y.
*Network Calibre Programs at Local Station Cost*

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

IDEAL VISUAL TRAFFIC CONTROL

*Boardmaster*

Your COMPLETE SCHEDULE at a GLANCE

Promote greater efficiency with this modern Visual Traffic Control Tool.

Across-the-Board for the week at one Glance — all Programs and Announcements in correct sequence — spotlighted by Color! Answers any traffic problem in 10 seconds.

No delay in getting the information you want! Your complete program picture in Full View. Shows all Open Time, Commercials, Sponsors, Sustainers, etc.

Simply write or type on interchangeable cards, anchor in grooves on board. Cards Flip In and Snap Out instantly. Simple to operate, easy to maintain. Saves time, prevents errors.

Accommodates 18 or 20 hours daily, 7 days a week. Separate cards for each quarter hour and stationbreak. Also, cards for participating, 5 and 10 minute shows.

Already used by over half of all AM, TV and FM stations. This valuable tool will prove a great help for every member of your staff. You will want a unit for every department.

MADE OF ALUMINUM WITH BLACK ANODIC FINISH. PERMANENTLY CONSTRUCTED OF PRECISION WORKMANSHIP. ATTRACTIVE ADDITION TO ANY OFFICE. CARD SUPPLY FURNISHED

PRICE $49.50

LEARN HOW THIS TOOL CAN SAVE YOU TIME!

Free BOARDMASTER BROCHURE Giving detailed description and showing how this system can serve you.

GRAPHIC SYSTEMS
55 WEST 42ND ST. NEW YORK 18, N.Y.

## *Commercial*

**RALPH DOERR**, formerly manager of Madison, S. D., studio of KISD Sioux Falls, S. D., appointed commercial manager of KIJV Huron, S. D., succeeding **REX KING** who leaves radio for direct mail work.

**PAN AMERICAN Broadcasting Co.**, New York, appointed representative for Radio Sarrebruck, 20 kw AM outlet in Germany.

**EVERETT LANDE**, salesman at WIND Chicago, is father of a boy, Everett Howard, born Nov. 23.

**FORJOE & Co.**, New York, appointed national representative for KGST Fresno, Calif., effective immediately.

## ATLANTIC CO.

### *To Sponsor Basketball*

ATLANTIC REFINING Co., long time advertiser in both radio and television sponsorship of college and professional football and baseball games, has added an extensive basketball coverage to its sports programs for the 1949-50 season.

Seventy-seven games in four cities will be broadcast or telecast, Richard Borden, advertising manager, announced.

The schedule includes:

Five contests in Philadelphia between the U. of Pennsylvania and Villanova College on WPTZ (TV) Philadelphia. Byrum Saam and Claude Haring, will announce. Twenty-five scheduled by Syracuse U. will be broadcast on WAGE Syracuse. Bob Hendrechson will announce. Seton Hall College's 21 games will be broadcast on WNJR Newark with Bill Moore announcing. Canisius College's 19 games will be broadcast on WKBW Buffalo by Bill Mazer.

N. W. Ayer & Son, Philadelphia, is handling the entire project for Atlantic.

Spot announcements, newspaper advertising, car cards, etc, will be used to build interest for the games until the season is concluded next March.

## TANGERINE BOWL

### Rights Go to WYVE

EXCLUSIVE national broadcast rights to the Tangerine Bowl (Jan. 2, Orlando, Fla.) have been granted WYVE Wytheville, Va., for the nighttime game between the undefeated and untied teams, Emory & Henry vs. St. Vincent, Erle G. Howery, business manager announced last week. Authorization was received by Mr. Howery from Ed Mayo, Tangerine Bowl publicity director.

Mr. Howery said some 50 stations already were being considered for the game broadcast and that other interested stations may direct queries to his office in Wytheville. According to WYVE, commercial purchase on a national, regional or local basis or rebroadcast rights may be arranged, except for Pennsylvania and northern West Virginia.

**RADIO records historic presentation of first loan check, under the Housing Act of 1949 authorizing loans to farmers, to a Scottsboro, Ala., veteran. John McDonald (l), farm director of WSM Nashville, Tenn., tape records proceedings in which participants include (l to r): Rep. Robert F. Jones (D-Ala.) and Sen. John Sparkman (D-Ala.), co-authors of the farm title of the Act; Administrator Dillard B. Lasseter, FHA, Washington, D. C., agency which administers the loan program, and Mr. and Mrs. Vaughn L. Jones, recipients. WSGN Birmingham arranged a state-wide hookup for a 30-minute recording made at WHBS Huntsville and relayed through FM. WAVU Albertville, Ala., also recorded the ceremony.**

## NAB VOTE LAWS

### Arney Answers Mason

DOUBLE voting power in NAB affairs by stations having both AM and FM memberships is required by the by-laws, NAB Secretary-Treasurer C. E. Arney Jr. wrote Robert T. Mason, WMRN Marion, Ohio, last week. Mr. Mason, a former NAB director, had contended such voting power encourages divisions within NAB and the industry [BROADCASTING, Nov. 28].

Mr. Arney wrote that NAB follows the FCC's practice in treating AM and FM stations as separate facilities. He said the subject was discussed at length by the NAB board's By-Laws Committee.

## Westinghouse Report

WESTINGHOUSE Electric Corp. has issued its stockholders' quarterly report which reviews operations in the field of electronics—radio, radar and television—"so the stockholder will know what we are doing with his money." This "On the Air" issue is accompanied by a financial statement.

## 'SELL-A-VISION'

### WTAG Has New Sales Pitch

DESCRIBED as a refinement of the commonplace "integration" of commercials into a program, a new sales pitch called "Sell-A-Vision" is used by WTAG Worcester.

On the *Julie 'n' Johnny* participation show, Julie Chase makes use of advertised merchandise which is displayed in the studio close to the microphone. Miss Chase unveils the products while the studio audience emits spontaneous "oh's" and "ah's".

All the while, Miss Chase describes the merchandise, talks about its fine points, etc. Idea was first used on a toy account which has a wind-up doll with a record inside so it cried and said "mama." When scented Christmas wrapping paper was given the "Sell-A-Vision" treatment, with the cast sniffing and marveling at the scent, station reports the stationery store sponsoring the commercial sold out its supply in a matter of hours.

*for a better-than-ever BUY*
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 1390 KC
50,000 w FM 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

# Programs

POEM concluding, "To find that all the sages said, is in the book our mothers read," is inspiration for new weekly show over KNBC San Francisco. Answers to modern-day problems and questions are found in Bible, and stories showing how people's lives are motivated by Bible are told. Show, titled *World's Best Seller*, is sponsored by Podesta-Baldocchi, San Francisco florists.

### Game Given Triple Coverage

THREE broadcasts made up coverage by WLLH Lowell, Mass., of annual Thanksgiving Day Lowell-Lawrence football game. First show was rally with coaches, players, bands and baton twirlers from stage of local theatre. Later game itself was aired followed by awards to best player and crowning of victory queen from victory dance that evening.

### Informal Beginning

FIRST live television show to originate in new studios of WOAI-TV San Antonio was as much a surprise to station personnel as to viewing audience. Show introduced WOAI-TV personnel to audience and brief line-up of their jobs was explained. Show was unrehearsed and unannounced. As audience reaction test, 13 names of San Antonio set owners were picked at random from file and those people were asked to call station if they had seen show. Twelve called within an hour. Show was designed as preview. Station began regular programming Dec. 11.

### Preview of Popular Tunes

FEELING that listeners are most capable of predicting popularity of new tunes, Friday session of *Record Jack* on WCOP Boston is devoted to new releases exclusively. Disc Jockey Edward Malcolm encourages audience to phone him during or after show and state which record they think will reach heights of popularity. Response has been great, station reports. Local record dealers feature placards in their windows naming top four new records as voted on show.

### World Wide Hits

BRINGING the popular music picture from various sections of the world, to its audiences KNX Hollywood has started *Your International Disc Jockey* for an hour and a quarter weekly. Featured are foreign versions of American popular songs and cabled reports on current music from foreign centers. Sterling Tracy is producer; Nancy Basche assists on research and preparation.

### Hit Tune Contest

PROGRAM format of *Campus Shop* over WSUI Iowa City, Iowa, aided Campus Chest Drive conducted on U. of Iowa campus, that city. Campus was divided by housing units and each evening during week-long drive songs heard on show were dedicated to unit that had attained 100% contributions during the day. Each individual contributing to drive was allowed to cast ballot for "Best Song of 1949." At end of week, top ten tunes of year according to poll were aired on show. Non-campus listener interest was so high that poll was extended enabling all listeners to vote in second phase of contest.

### Canine Citizens

DOBERMAN PINSCHER dog "Miss Safety" was star of two shows promoting traffic safety on WNBK (TV) Cleveland. Miss Safety, handled by police officer, demonstrated graphically rules of traffic safety. Dogs of similar or related breeds were contrasted with one another in second phase of show which was produced in conjunction with 32d Annual All-Breed Dog Show in Cleveland.

### Educational Series

TWO new series with high educational value have been launched by WNOE New Orleans, La., and Tulane U., located there. First series is weekly *Looking at Books* in which major works of literature are reviewed in 30-minute round-table discussions by university faculty members. Second series, *The Doctor Who Tells*, gives weekly advice on health, diet and hygiene in form of 15-minute dramatic skits.

### Pre-Game Celebration

IN ceremony held on ice before game celebrating 10th anniversary of hockey in Omaha, KOWH Omaha's sports director, Jack Sandler, recorded commentary on presentation of birthday cake to coach of Omaha team. Special 30-minute show consisting of recording and portions of previous hockey games was aired the following Sunday. Letters and wires of congratulation also were featured on show.

### Final Run

RUNNING of last electric streetcars in Richmond, Va., was covered by WTVR (TV), WMBG and WCOD (FM) all Richmond. WTVR (TV) recorded entire story and ceremonies surrounding changeover from streetcars to busses. These films were incorporated in *Camel News Caravan* program that same night. Remote equipment from WMBG and WCOD (FM) recorded interview with city's oldest streetcar operator which was fed to NBC for *News of the World* program that evening.

### Classroom Experiment

COLLEGE courses in psychology, world history and economics are now available to FM owners via WBMS-FM Boston. Courses are recorded in classrooms by Lowell Institute in cooperation with Boston College, Boston U., Harvard, M.I.T., Northeastern and Tufts. Show is heard six evenings weekly at 7:30 p.m.

### Selected Music

RECORDED MUSIC of famous composers and artists and selections featuring rare and unusual musical instruments are being heard in new five weekly hour program on KFMV Los Angeles under sponsorship of Los Angeles Public Library. Music for program, titled *Library Concert Hour*, is provided from library's record collection.

### Disabled Veteran Series

SIX five-minute stories based on hero selections by Disabled American Veterans and starring Cornel Wilde, screen star, put on transcription by DAV. Program is similar to former DAV series, *Story of the Week* and *Hero of the Week*. Stories concern disabled veteran and his successful adjustment to life. Series is available, without charge, on request to Julian J. Jackson, director of DAV publicity, 11 S. LaSalle St., Chicago 3.

### KMTV (TV) Firsts

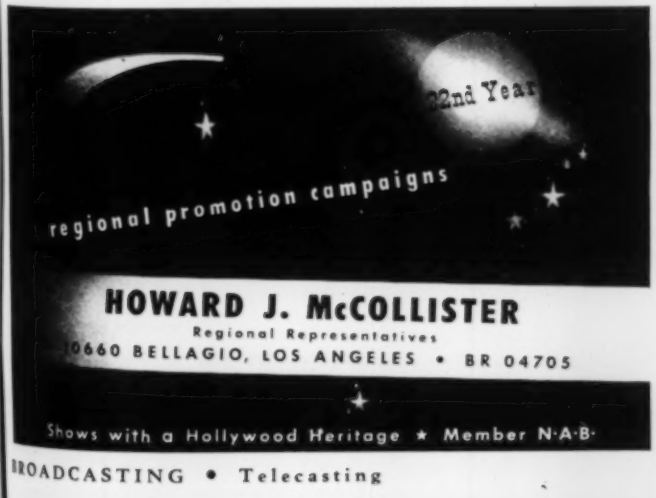
FIRST public showing in Midwest of 1950 Pontiac and first introduction of new car to Omaha public via TV took place recently over KMTV (TV) Omaha. Telecast from showrooms of local Pontiac dealer, Pontiac "crashed-through" paste-board door and was fully displayed, inside and out, by use of telephoto and wide angle lenses. Only lighting necessary was overhead fluorescent fixtures of dealer's showroom, station reports.

### Education Booklet

TWELVE-page sample report on programming of Intercollegiate Broadcasting System stations has been prepared by Howard C. Hansen, IBS Program manager. Report covers such topics as world news, original dramatic programming, program exchange and examination week broadcasting.

## Roland G. E. Ullman

ROLAND G. E. ULLMAN, 61, president of the Ullman Organization Inc., Philadelphia, advertising and marketing counselors, died Dec. 1. He was president of the Eastern Industrial Advertisers from 1935 to 1937.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regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

New Pep for Your Platter Shows
special "DJ" couplings from RCA VICTOR

JUANITA HALL
Scarlet Ribbons
Blow Them Blues Away
DJ-813

PHIL REGAN
Phil The Fluter's Ball
When You Look In The Heart Of A Shamrock
DJ-815

CLAUDE THORNHILL
Iowa Indian Song
Johnson Rag
DJ-814

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR
RECORDS

# ACTIONS OF THE FCC

DECEMBER 2 TO DECEMBER 9

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
STA-special temporary authorization | CG-conditional grant

*Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.*

## December 2 Applications . . .

### ACCEPTED FOR FILING

**License for CP**

**WFIL-TV Philadelphia**—License to cover CP new TV station.

**KIFW Sitka, Alaska**—License to cover CP new AM station.

**Modification of CP**

**KAST Astoria, Ore.**—Mod. CP change frequency etc. for extension of completion date.

**KECA-TV Los Angeles**—Mod. CP new TV station for extension of completion date to 6-30-50.

**KGO-TV Los Angeles**—Same to 3-30-50.

**WJZ-TV New York**—Same to 6-30-50.

**WPIX-TV New York**—Same to 7-8-50.

### TENDERED FOR FILING

**AM—850 kc**

**WNAO Raleigh, N. C.**—CP increase D power from 5 kw to 10 kw.

**AM—920 kc**

**KBMY Billings, Mont.**—CP change from 1240 kc 250 w unl. to 920 kc 1 kw unl. DA-N.

## December 6 Applications . . .

### ACCEPTED FOR FILING

**AM—1220 kc**

**Moberly Bcstg. Co., Moberly, Mo.**—CP new AM station 1230 kc 250 w unl. AMENDED to request 1220 kc D.

**AM—970 kc**

**WJMX Florence, S. C.**—CP change from 5 kw D to 5 kw-D 100 w-N AMENDED to request 5 kw-D 1 kw-N DA-N.

**AM—1250 kc**

**Lamar County Bcstg. Co., Paris, Tex.**—CP new AM station 1250 kc 1 kw D AMENDED to request 500 w.

**AM—1470 kc**

**James D. Sinyard, Moundsville, W. Va.**—CP new AM station 990 kc 250 w D AMENDED to request 1470 kc 1 kw D.

**Modification of License**

**KOBE Las Cruces, N. M.**—Mod. license change studio location.

**Modification of CP**

**WHHH Warren, Ohio**—Mod. CP change frequency etc. for extension of completion date.

**WCON-FM Atlanta, Ga.**—Mod. CP new FM station for extension of completion date.

**KCBC-FM Des Moines**—Same.

**WIS-FM Columbia, S. C.**—Same.

**WSPA-FM Spartanburg, S. C.**—Same.

**KGNC-FM Amarillo, Tex.**—Same.

**WEPM-FM Martinsburg, W. Va.**—Same.

**FM—106.5 mc**

**WFPG-FM Atlantic City**—CP change from 98.5 mc to 106.5 mc.

**License for CP**

**KNBC-FM San Francisco**—License to cover CP new FM station.

**KYBS (FM) Dallas**—Same.

**WBAP-FM Fort Worth**—Same.

**License Renewal**

License renewal applications were filed by following AM stations: KATO Reno, Nev.; WGNI Wilmington, N. C.; KOCY Oklahoma City; WKRZ Oil City, Pa.; WBRE Wilkes-Barre, Pa.; KWKC Abilene, Tex.

### TENDERED FOR FILING

**AM—1420 kc**

**WLET Toccoa, Ga.**—CP change from 1450 kc 250 w unl. to 1420 kc 1 kw unl.

**SSA—1590 kc**

**WXLW Indianapolis**—Request for SSA to operate from local sunset to midnight on 1590 kc 250 w for period of regular license.

### APPLICATIONS RETURNED

**Modification of CP**

**WSFL Springfield, Mass.**—RETURNED application for mod. CP new AM station to extend completion date.

**Assignment of license**

**KVLH Pauls Valley, Okla.**—RETURNED application for assignment of license from James T. Jackson, Galen O. Gilbert, Phil Crenshaw, George A. Roundtree and Harley E. Walker d/b as KVLH Bcstg. Co. to partnership of same name composed of all but Mr. Gilbert.

**License for CP**

**WRJW Picayune, Miss.**—RETURNED application for license to cover CP new AM station.

**License Renewal**

**WHED Washington, N. C.**—RETURNED application for license renewal.

**KOWB Laramie, Wyo.**—Same.

## December 6 Decisions . . .

### BY THE SECRETARY

**WGAI Elizabeth City, N. C.**—Granted assignment of license and CP from The Advance Inc. to new corporation, WGAI Radio Co., the capital stock of which will be owned by same stockholders and in same ratio as their respective ownership of assignor. No monetary consideration involved.

**KWED Seguin, Tex.**—Granted assignment of license from Weldon Lawson to Mr. Lawson and Garfield Kiel; assignor sells 25% interest for $6,428.55. Licensee will be operated as partnership in which Mr. Lawson owns 75% and Mr. Kiel 25%.

**KIT Yakima, Wash.**—Granted license to use old main trans. for aux. with 1 kw.

**KLMO Longmont, Col.**—Granted license for new standard station 1050 kc 250 w D.

**KECC Pittsburg, Calif.**—Granted license for new standard station and specify studio location; 990 kc 1 kw DA-N unl.

**WHYN Holyoke, Mass.**—Granted mod. CP for extension of completion date to 6-14-50.

**National Bcstg. Co. Inc., Area Washington, D. C.**—Granted CP and license for new remote pickup KA-5004.

**National Bcstg. Co. Inc., Area Chicago**—Granted CPs and licenses for new remote pickups KA-5000, KA-4999.

**National Bcstg. Co. Inc., Area New York**—Granted CPs and licenses for new remote pickups KA-5001, KA-5002.

**KDNT Denton, Tex.**—Granted CP change trans. location.

**WJCD Seymour, Ind.**—Granted license new standard station 1390 kc 500 w D.

**WGWR Asheboro, N. C.**—Granted license mount FM ant. on top AM tower.

**KRAM Las Vegas, Nev.**—Granted license change hours, etc.

**KNBH Los Angeles**—Granted mod. CP for extension of completion date to 2-15-50 (subject to express cond. that it is without prejudice to any action Commission may take with respect to pending applications for renewal of licenses of broadcast stations licensed to grantee).

**KGDM-FM Stockton, Calif.**—Granted mod. CP for extension of completion date to 6-9-50.

**WJZ-FM New York**—Granted mod. CP for extension of completion date to 6-16-50 (subject to express cond. that it is without prejudice to any action Commission may take with respect to pending applications for renewal of license of broadcast stations licensed to grantee).

**KFDA-FM Amarillo, Tex.**—Granted relinquishment of negative control of Amarillo Bcstg. Co., licensee, through transfer of 2400 sh common stock from J. Lindsay Nunn to Gilmore N. Nunn, son, as gift.

**WFHR-FM Wisconsin Rapids, Wis.**—Granted involuntary transfer of control from William F. Hoffman Sr. deceased, to Louise Huffman, executrix of estate.

**KMTR Radio Corp. Mt. Wilson (Los Angeles County), Calif.**—Granted CP new remote pickup KMA-773.

**KMTR Radio Corp. Area Los Angeles**—Granted CP new remote pickup KA-4990.

Following were granted mod. CPs for extension of completion dates as shown: WFMY-TV Greensboro, N. C., to 6-2-50; WWJ-TV Detroit, Mich., to 3-15-50; WXEL Parma, Ohio, to 8-4-50; WATV Newark, N. J., to 7-9-50; KFI-TV Los Angeles, to 6-30-50; KPHO-TV Phoenix, Ariz., to 5-27-50; WITJ Ithaca, N. Y., to 3-18-50; WMVA-FM Martinsville, Va., to 1-1-50; WHO Des Moines, Ia., to 3-26-50; WREV-FM Reidsville, N. C., to 3-8-50; KOCY-FM Oklahoma City, Okla., to 6-25-50; KTRB-FM Modesto, Calif., to 6-15-50; KFYO-FM Lubbock, Tex., to 7-1-50; WXRC Buffalo, N. Y., to 3-2-50; WEIM-FM Fitchburg, Mass., to 5-23-50; WRCM New Orleans, to 5-27-50.

**WBAY Green Bay, Wis.**—Granted license install new ground system.

**WSBA North of York, Pa.**—Granted license change frequency, increase power etc.

**Fort Worth Bcstg. Co., Area Fort Worth, Tex.**—Granted license new remote pickup KA-4270.

**West Central Bcstg. Co., Area Peoria, Ill.**—Granted CP and license new remote pickup KA-4974 ; 26.47 mc, 50 w.

**The Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.**—Granted CPs new remote pickups KA-4970-1, KEA-791.

**KRAM Las Vegas, Nev.**—Granted mod. CP change studio location.

* * *

Following developmental stations were granted authorizations on temporary basis to March 1, 1950: KE2XCV, General Electric Co., near Syracuse, N. Y.; KS2XAP, Sarkes Tarzian, Bloomington, Ind.; KG2XAQ KG2XAR KG2XAS KG2XAT KG2XAU, Westinghouse Radio Stations Inc., Portable within United States. Following remote pickup stations were granted authorizations on temp. basis to March 1, 1950: KA-3417, Edwin H. Armstrong, area New York; KA-3089 KA-3090, Charleston Bcstg. Co., Charleston, W. Va.; KA-3420, Don Lee Bcstg. System, area Los Angeles, and KA-3055, area San Francisco; KA-3408, The WGAR Bcstg. Co., Cleveland; KQA-755 KA-4606 KA-4607, WJR The Goodwill Station Inc., area Detroit.

Following remote pickup stations were granted authorizations on temp. basis to March 1, 1950, subject to change in frequency which may result from proceedings in Doc. No. 6651: KA-3416, Albuquerque Bcstg. Co., area Albuquerque, N. M.; KA-3038, Charleston Bcstg. Co., Charleston, W. Va.; KA-3418 KA-3419, Don Lee Bcstg. System, area Los Angeles, and KA-3053 KA-3054, area San Francisco; KA-3407, The WGAR Bcstg. Co., area Cleveland.

*(Continued on page 79)*


# SERVICE DIRECTORY

**Custom-Built Equipment**
**U. S. RECORDING CO.**
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

**Commercial Radio Monitoring Co.**
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
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YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Use coupon below . . .

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can be brought regularly to the attention of the 15,500 (paid) subscribers of BROADCASTING-TELECASTING, by simply indicating the number of insertions desired and mailing this coupon to:

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Please reserve space in your Service Directory for:

☐ 1-time ☐ 26-times ☐ 52-times

Company .....

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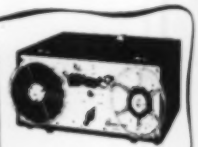
RATES: 1-time-$20.—26-times-$15. ea.—52-times-$10. ea.

WLS CHICAGO, ILL. USES Magnecorder



PT6-A
A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy

Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

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Executive Offices
National Press Building
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*Member AFCCE**

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*40 years of professional background*
**PAUL GODLEY CO.**
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**GEORGE C. DAVIS**
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**Commercial Radio Equip. Co.**
*Everett L. Dillard, Gen. Mgr.*
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

**A. D. RING & CO.**
*26 Years' Experience in Radio Engineering*
MUNSEY BLDG. REPUBLIC 2347
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There is no substitute for experience
**GLENN D. GILLETT**
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**JOHN J. KEEL**
Warner Bldg., Wash., D. C.
National 6513

**Craven, Lohnes & Culver**
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**WILLIAM L. FOSS, Inc.**
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**H. V. ANDERSON**
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Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

**William E. Benns, Jr.**
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3738 Kanawha St., N. W.
ORdway 8071
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EXecutive 1230 WASHINGTON 6, D. C.

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Laboratory: 114 Northgate Rd.
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(A Chicago suburb)

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TELEVISION FACILITIES ENGINEERS
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White Plains 8-3796
Shop and laboratory—720 Milton Rd.
Rye 7-1413 Rye, N. Y.

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
NOrth 6600

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## WKVA OPENING

### Myers Praises Industry

RADIO has played "an essential role in making Americans the best-informed people on earth" and television will serve to bring the citizenry "directly and intimately" in touch with government leaders, Sen. Francis J. Myers (D-Pa.) has informed his constituents.

Sen Myers' remarks were contained in a five-minute transcription prepared for delivery in connection with the opening of WKVA Lewistown, Pa. Station began operation Saturday, Dec. 3. Sen. Myers, a member of the Senate Interstate & Foreign Commerce Committee, lauded the entertainment and informational accomplishments of the radio industry and traced its history from "howling, crystal-set infancy into its mature and permanent place in the life of almost every single American."

WKVA, licensed to Central Pennsylvania Broadcasting Co., is assigned 1 kw daytime on 920 kc as an independent station. President is Paul J. Newton. Other executives include: Robert L. Wilson, general manager; Richard Wetzel, commercial manager; Elwood E. Erdman, program director; Lynn Bloom, promotion manager, and John Stormer, chief engineer.

---

CBM Montreal is to have new 50 kw transmitter, work having been started on enlarging transmitter building at Marieville, where 5 kw transmitter has been in operation since 1937.

# Promotion

SUCCESSFUL campaign conducted for opening of *Meet the Menjous*, Frederic W. Ziv package, on WROW Albany, N. Y., included sponsor tie-in. Show is sponsored locally by Capehart dealers of Albany, Troy and Schenectady. Notice giving time and beginning date of show was flashcast 50 times daily for three weeks—two before and opening week of show. Capehart dealer windows carried posters and displays with pictures of stars of program featured. Banners reading, "Capehart brings television to Life! Capehart invites you to 'Meet the Menjous'," were utilized in window promotion.

**Optimism Salesmen**

WHITE card telling story of Tennessee Assn. of Broadcasting efforts to "sell optimism" to its listeners, being distributed by WAGC, WAPO, WDEF, WDOD and WDXB all Chattanooga. Stations inaugurated campaign to "influence the public to put its purchasing power to profitable use." Cards sent to local advertisers and merchants.

**KSD-TV's 'Who's Who'**

SINGLE-sheet promotion distributed by KSD-TV St. Louis is reprint from local advertiser's paper. It reads, in part, "For the advertiser . . . who is still uncertain whether television should be given any consideration when preparing his next promotion budget . . ." List of national advertisers using television and KSD-TV follows. "Any similarity between the above names and 'Who's Who in Advertising' should dispel further uncertainty," reads sheet.

**Honors Team**

FIFTH annual Football Award Dinner given by WPAY Portsmouth, Ohio, feted local high school teams and coaches. Held at climax of football season, most valuable player was given trophy indicating his merit as citizen as well as football star. Proceedings at dinner were tape recorded by station for rebroadcast.

**Pillsbury Meeting**

RED, white and blue folder has been mailed to more than 7,000 Pillsbury stockholders by company, Pillsbury Mills Inc., and WCCO Minneapolis. Folder concerns company and WCCO "first" in airing of annual stockholders meeting. Pictures of executives and stockholders who participated in broadcast meeting are included.

**What's Up?**

NOVEL promotion in form of folder showing man climbing ladder on cover is being sent to trade by CBS. Titled "What's Up?", folder announces addition of WCAU Philadelphia to list of stations carrying *The Housewives Protective League*, CBS participating program. Advertisers, to whom folder is directed, are told, ". . . Now the HPL can deliver your sales story to a total of 14,211,820 of the nation's radio families. Accounting for 38% of the nation's retail sales!"

**Station's Warning**

LETTER from WNAX Yankton, S. D., warns candy dealers to put in plentiful supply of Peter Paul candy before Christmas. Schedule of shows and announcements concerning product carried by station are given in letter. Second letter is directed to Heet jobbers who are told that more requests for Heet anti-freeze will result from company's placement of announcements on WNAX.

**Cooking School**

DAY-LONG promotion stunt at KDAL Duluth, Minn., recently took form of cooking school from which prizes were awarded and shows aired. KDAL cooperated with Hotpoint stove dealers and executives who were on hand for school in presentation of regular features, *KDAL Karnival*, half-hour audience participation program, and Singer Eddie Williams, who is sponsored by Hotpoint. Hotpoint range was presented as prize on *KDAL Karnival*.

**Personnel**

**SEWELL CLARK**, freelance writer, joins CBS Hollywood press information staff. He replaces **WILLIAM FROUG**, recently resigned to join Columbia Pacific Network writing department.

**WINIFRED UELAND**, formerly on Curtis Publishing Co. promotion staff, and **AUDREY WESTON**, formerly with MacManus, John & Adams Inc., Detroit, join promotion staff of KTTV (TV) Los Angeles.

## WSAL DEDICATED

### Capehart, Halleck Speak

FORMAL dedication of WSAL Logansport, Ind., was held Nov. 2[illegible] and featured speeches by U. S. Senator Homer E. Capehart, Rep. Charles A. Halleck, both of Indiana, and State Treasurer Shirley Wilcox, the station reports.

WSAL's new glazed tile building measures 43 x 72 and houses both a large and small studio, a large control room, transmitter room, music library, news room, general office and three private offices. Station, operating fulltime on 1230 kc with 250 w, is an independent outlet owned by John C. Cotner and Glenn L. Miller, both of Logansport, and Herbert M. Bingham, William A. Porter and Robert M. Booth Jr., Washington attorneys.

## KFDM's Market Review

KFDM Beaumont, Tex., lends quantity to quality in a pictorial station-market review unfolding to the eye the beauty of station's studios and equipment. Booklet, of small album size, has a dozen pages. Cover features a photograph of KFDM's White House-style studio building with legend ". . . And in time the white house became a reality instead of a dream." It tells the story of how a one-man station arrived through a quarter century of development at a peak of operational efficiency. It also highlights the growth of its market area, called the Golden Coast by *Fortune* magazine, and sandwiches in charts of station's trading area and Hooper surveys. Book is being widely distributed to agencies and advertisers.

## Baseball Coverage

BASEBALL's Philadelphia Phillies and Athletics will telecast and/or broadcast all of their home and away games in 1950, it was learned last week. Officials of both teams reportedly feel that broadcasts of all games will pay off at the gate, inasmuch as the teams will be kept before the public at all times. Stations which will carry games were not announced.


45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves
the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY



In the market for smooth-as-silk dubbing?

There's no need to risk the irritation of a dubbing job where the levels aren't quite matched . . . or the timing is a little off. Not when you can have the benefit of RCA Victor "know-how"! At RCA you enjoy *all* the advantages . . .

- The most modern equipment and facilities in the trade, plus 50 years' experience.
- High-fidelity phonograph records of all kinds. All types of Vinylite transcriptions.
- Complete facilities for turning out slide film and home phonograph type records.
- Fast handling and delivery.

*When you can get RCA "know-how"—why take anything less?*

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

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New York 10, New York
MUrray Hill 9-0500

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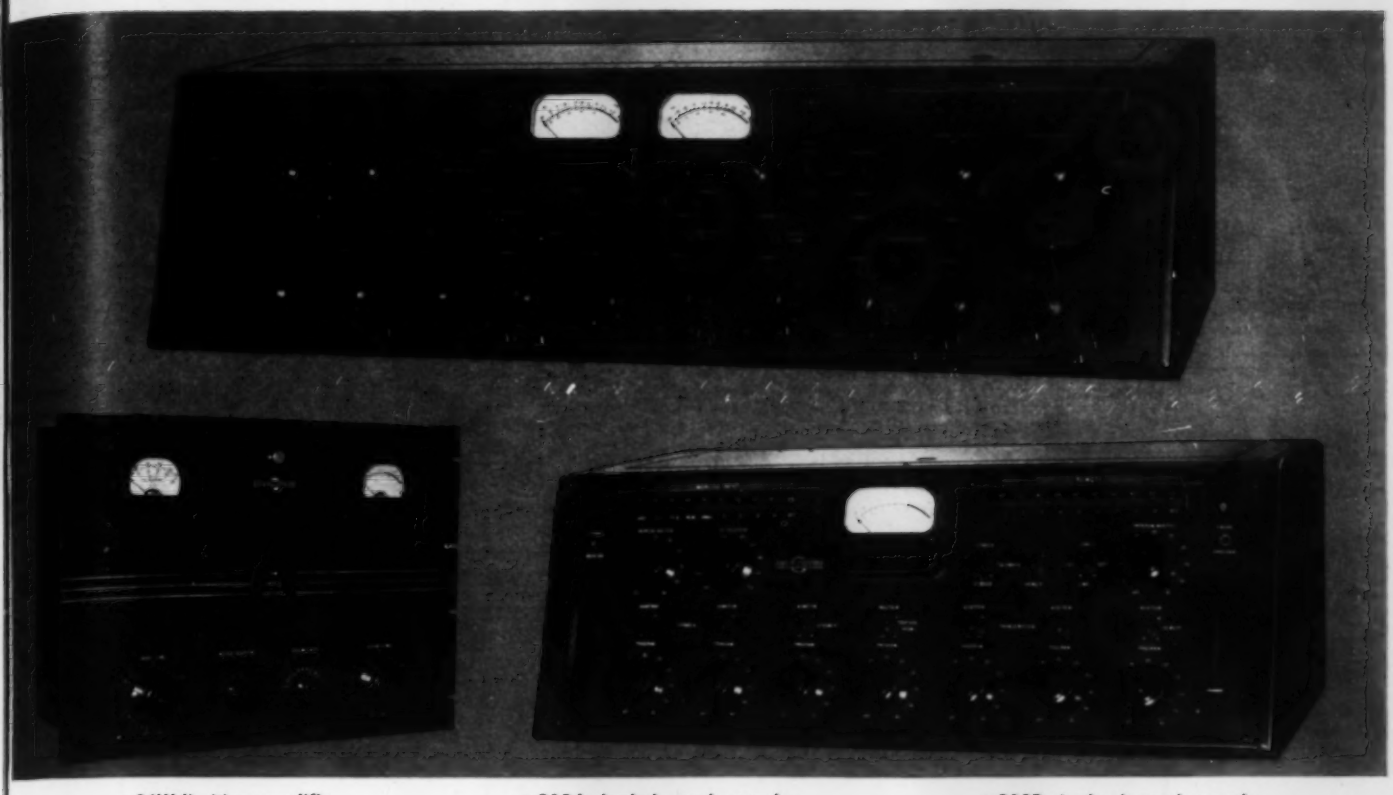
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

First in the field!

RCA VICTOR DIVISION
CUSTOM RECORD SALES



• 26W limiting amplifier • 212A dual channel console • 212B single channel console

# "In response to your request..."

## Collins offers studio equipment that embodies your specifications

The Studio equipment you get from Collins contains more than good components and workmanship. Your wishes and requirements, based on the experiences of Collins engineers that have designed hundreds of installations, are reflected in each unit or complete, specially engineered installation. Consult the Collins speech equipment catalog for every requirement. Everything from wire to custom built apparatus is described in it. Write to Dept. BC-5, Collins Radio Company, Cedar Rapids, Iowa, to obtain your copy.

### 26W FEATURES

- Low noise and distortion.
- Adjustable input and output levels.
- Complete accessibility without removing from cabinet.
- Two meters give visual indication of operating conditions.
- Limiting action (in db) indicated by meter on the front panel.

### 212A FEATURES

- Ten independent input channels (eight low level and two high level).
- High level mixing on all low level channels.
- Remote override for remote following a remote. Also remote cue.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

### 212B FEATURES

- Seven independent input channels (six low level and one high level).
- High level mixing on all low level channels.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

These units have many more features. Complete information is given in the Collins speech catalog which is yours for the asking.

FOR BROADCAST QUALITY, IT'S... COLLINS

**COLLINS RADIO COMPANY, Cedar Rapids, Iowa**

11 West 42nd St. NEW YORK 18 | 2700 West Olive Ave. BURBANK | M & W Tower DALLAS 1 | Dogwood Rd., Fountain City KNOXVILLE

## SET SALE PLAN

### ABC Offers AM to TV Mfrs.

ACTING on its belief that radio is a better medium than video for advertising of television receivers, ABC has set up a special 57-station AM network in cities where video is now in operation, and is offering the network for advertising purposes to TV set manufacturers.

In a letter to such firms and their agencies, ABC points out that within a 40-mile radius of these cities are 22,912,880 radio homes, or 19,887,880 more than the 3,025,000 TV homes in those areas.

The letter states that video itself is an inefficient medium for TV set sales since most viewers already are set owners, and that the 19,887,880 radio homes without TV in the 57 areas offer the best immediate prospects for the purchase of video receivers.

## K&E's Gift

KENYON & ECKHARDT Inc. has adopted two children under the Foster Parents Plan for War Children as a Christmas present in the name of a group of newspaper and magazine people. Last year the agency adopted one child through the same plan and the year before sent CARE packages to needy families.


*Mr. George Castleman*
*Bermingham, Castleman and Pierce*
*New York City*

*Dear Georgie:*

*Effen yer lookin' fer a place ter sell stuff (an' in th' radio game, who ain't?) why don't overlook th' home town o' WCHS. Noticed in th' paper t'other day thet folks here in Charleston is aspendin' in th' retail market at th' rate o' $1750 a year, whilst th' folks in th' country as a whole is only aspendin' at th' rate o' $891 a year. Now hit don't take no arithmetic shark ter see thet's nearly twict as much as they's aspendin' elsewhere. Looks like Charleston ud be a purty good place ter advertise, don't it Georgie? An' don't fergit, WCHS is West Virginny's Number One Station!*

*Yrs.*
*Algy*

WCHS
Charleston, W. Va.


# Production

**LAVERN (Miff) COLTON** resigns as announcer for WLAM Lewiston-Auburn, Me., to become program director of WHHH Warren, Ohio.

**ART LAMB,** formerly with WINX Washington, appointed to staff of WTTG (TV) Washington. He succeeds **CLARKE THORNTON,** who moves to WCUM Cumberland, Md., as program director.

**VALENTINE DYALL,** British radio actor, starring as *Man in Black* in new mystery series over WASH (FM) Washington and Continental FM Network, Wednesday, 8:30 p.m.

**JIM DACEY,** formerly on announcing staff of WBLM Elmira, N. Y., and WCBA Corning, N. Y., joins WRAK Williamsport, Pa., in same capacity. **JIM McCANN,** formally with KYW Philadelphia, joins announcing staff at WPEN Philadelphia.

**MILTON GRANT,** formerly with WTOP Washington and WARM Scranton, Pa., and for past year dividing his time between WINX Washington and WBAL-TV Baltimore, joins regular announcing staff of WINX. **TOM DONAHUE,** formerly with WTIP Charleston, W. Va., where he was known as **Thomas Coman,** also joins WINX announcing staff.

**BOB POWELL,** former announcer, newsman and disc jockey at WTAD Quincy, Ill.; WGAN Portland, Me.; WMTW Portland, Me., and WAAB Worcester, Mass., joins announcing staff of KDKA Pittsburgh.

**JERRY GROVE,** formrly of WIP Philadelphia, joins announcing staff of WHAT also Philadelphia.

**DAVID BROWN** appointed assistant television director at WNBQ (TV) Chicago after working as operations assistant. He has been replaced by **JOSEPH MORTON** of guest relations staff.

**SCOTT DOUGLASS,** former announcer at WFCI Providence, R. I., joins announcing staff at KGIL San Fernando, Calif.

**JACK D. FUNK,** formerly with KECK Odessa, Tex., KHMO Hannibal, Mo., and KSIL Silver City, N. M., joins KXOX Sweetwater, Tex., as program director.

**BRUCE ANSON,** formerly NBC Hollywood announcer, joins KTTV (TV) Los Angeles in same capacity.

**GERRY HARRIS,** senior student at Seton Hall College, joins WMTR Morristown, N. J. He has had announcing experience at school's station, WSOU-FM Seton Hall.

**DANNY WEBB,** m.c. for WPIX (TV) New York, given charter by National Laugh Foundation to conduct "School for Junior Comedians" beginning in January.

**HARRISON T. (Chick) KIMBALL,** artist bureau director for WSB Atlanta, is the father of a boy, J. Carlton.

**PAUL SPEEGLE,** program manager of KNBC San Francisco, named chairman of advisory committee on radio procedure for 1950 Easter Seals campaign for state of California.

**MILTON BERLE,** star of *Texaco Star Theatre,* sponsored Tuesday, 8-9 p.m. by The Texas Co. on NBC-TV, will take two-week vacation from his comedian-m.c. chores. Program will be viewed this week and next with guest emcees, and Mr. Berle will return Dec. 27. Kudner Agency, New York, handles show for Texaco.

**BILL EDMONDS,** WMGM New York announcer, is the father of a boy, James Meade, born Nov. 28.

**MADELINE CHENOWITH,** program secretary for WASH (FM) Washington and Continental FM Network, and **ROBERT M. FRAZIER,** radio engineer, have announced their marriage.

**JOE WILSON,** sports director at WBKB (TV) Chicago, re-elected president of Chicago chapter of Sports Broadcasters Assn. for second consecutive year.

**PAUL HANCOCK,** member of television station relations staff of NBC, is the father of a girl born Nov. 22..

**DAVE GARROWAY,** NBC-TV star, will receive third annual award of Junior Advertising Club of Philadelphia Dec. 15.

**REINALD WERRENRATH Jr.,** television field director at NBC's Central Div., is the father of a boy, Peter Christian, born Nov. 17.

## Darby Named Senator

HARRY DARBY, Kansas City industrialist, has been nominated by Kansas Governor Frank Carlson to succeed the late Sen. Clyde M. Reed (R-Kans.) in the U. S. Senate [BROADCASTING, Nov. 14]. Whether Mr. Darby will replace Mr. Reed on the Senate Interstate & Foreign Commerce Committee must be determined by the Republican Policy Committee when Congress reconvenes.

## 'ROSS' SHOW

### MBS Okays Short Term

MBS DECIDED last week to allow affiliates to sell short-time cooperative contracts for its *Lanny Ross Show,* aired Mon.-Fri., 12:15-12:30 p.m. Contracts, to cover the period from Dec. 6 to Dec. 20, will enable local sponsors to advertise Christmas merchandise.

Departure from the usual policy of 13-week minimums was decided upon after numerous requests from MBS stations for permission to take advantage of the Christmas business opportunity. One day after requests had been granted, MBS announced, 20 local sponsors had signed.

## 'MR. KOA'

### Moore Retires After 20 Years

CLARENCE C. MOORE, dean of Rocky Mountain radio, will retire on Dec. 31 as KOA Denver program manager to enter private business.

Mr. Moore

Lloyd E. Yoder, station manager, has announced. Called "Mr. KOA" by his associates, Mr. Moore has been with the 50 kw NBC outlet since August 1929.

Succeeding Mr. Moore will be Earle C. Ferguson, 39, KOA production manager, and Mr. Ferguson's position will be filled by his present assistant, William G. Walker, 34. Mr. Moore joined the KOA staff in 1929 as an announcer, singer and dramatist, and in 1934, he relinquished microphone duties to become the station's program manager.

On Jan. 3, Mr. Moore will begin directing all his energies to a hardware business bearing his family name and of which he has been president for many years. A graduate of Case School of Technology and a World War I veteran, Mr. Moore is a part-time instructor at Denver U. He also is acting director of the Rocky Mountain Radio Council.


PRESTO
RECORDING CORPORATION
Paramus, New Jersey
*Mailing Address:* P. O. Box 500, Hackensack, N. J.
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*THE WORLD'S FOREMOST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS*

## Respects

(Continued from page 36)

rograms originating from San rancisco. In fact, at one time, he as supervising slightly more than 00 programs weekly. He was overeeing such programs as *Carefree arnival*, *One Man's Family*, *Amerca Sings*, *Night Editor*, and *Spotght Revue* among others.

Likewise during this period he as associated with talent who ave since climbed the ladder to uccess—like Vera Vague, Merevith Willson, Al Pearce, John esbitt, Cliff Nazarro, Alvino Rey, al Burdick, Paul Martin, Tim & ene Ryan. Several others, then alent, have moved on in the agency old—Cece Underwood of Warwick Legler, Arnold Maguire of Foote, one & Belding, Don Cope of Ted ates Co.

### Takes New Post in 1936

In July 1936, the post of assistnt to the vice president was reated, and Lew Frost was asgned to these duties. When Hollyood began to grow as the western enter of radio and the balance of BC power shifted from San Franisco, in October 1937 he went outh. In June 1944, he resumed he duties of program manager for he Western Division, combining em with his responsibilities as ssistant to Mr. Strotz. This dual esponsibility remained in force ntil November 1946.

Ever mindful of his own career, Ir. Frost is a boon to young men ith talent other than those they re currently employing. He makes a pat practice to keep informed n "the other talents" of NBC ersonnel and is constantly aware f "the importance of looking for oung men who can do other ings."

To him, the temperamental artist ation is just plain tom-foolery. rtists, he says, are anxious for inest criticism providing it is nstructive; and, from him, many ave learned that is the only type f criticism he is capable of giving. When he feels it is necessary to riticize a program, he has always een known to say "why." "If I an't say why I think something is wrong, then I don't say it," he avers. "After all," he reasons, "I may not think a show is very funny but the public might disagree with me and the public is the one we are striving to please."

A native of Denver, Lew Frost was born Aug. 1, 1899. He married Fern Hobson May 22, 1927. Today they make their home in suburban Westwood.

Organizationally, Mr. Frost is a member of the Los Angeles Chamber of Commerce and the Hollywood Advertising Club. In addition he has taken an active part in numerous civic and charity drives in the community, serving as a member of the radio committee.

## HOUSEWORK EASY?

### WKYW D. J. Finds Out

DISC JOCKEY that he is, Del Roy of WKYW Louisville, Ky., finds talking part of his trade. In the future, however, he says he'll be more careful when he makes with the words.

On his disc program, *The Del Roy Show*, he commented: "Housework isn't so bad. There are a lot of days I'd trade discs for dishes. If any of you listening ladies think being a disc jockey is a lead pipe cinch, I'll change jobs with you any day." That did it.

The next mail brought an avalanche of housewives' comments, all to the effect that they'd like to see Del Roy change diapers in-

*'Housewife-for-a-day' Del Roy does a few dishes.*

* * *

stead of discs. Thereupon came the contest with the homemakers writing letters on the subject, "Why I'd like to trade jobs with Del Roy for a day." Contest winner was Mrs. Hugh Bailey, wife of a Louisville policeman and mother of three children.

Duties performed by Mr. Roy included changing the baby, washing the breakfast dishes, wiping the stove, sweeping and dusting the apartment, defrosting the refrigerator, washing venetian blinds, bathing three-year-old Ray, baking a chocolate cake for supper, preparing the entire supper and finally, cleaning the supper dishes. Next day, Mrs. Bailey joined Mr. Roy at WKYW, and the show became the Jean Bailey program for the day.


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provides adequate protection.
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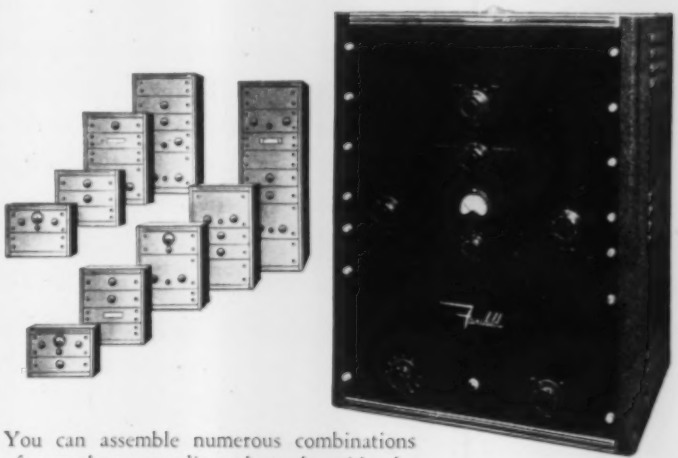
**PROBLEM:**

*How To Meet Varying Recording Channel Needs*

**SOLUTION:**

*Select from 14 Basic Units of the* **FAIRCHILD**
**Unitized Audio System**



You can assemble numerous combinations of complete recording channels with the Fairchild Unitized Amplifier System, which includes 14 basic units.

Related units are simply plugged in, or cabled together. It's that easy . . . that quick. Units can be combined to meet the special requirements of a given installation. If requirements change later, the units can be rearranged and the system expanded with no loss of initial investment. With this versatile Fairchild System, you get custom construction at production prices.

**14 BASIC UNITS**

- Power Amplifier
- Preamplifier
- Pickup Preamplifier-Equalizer
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- Input Switch Panel
- NAB Equalizer
- Variable Equalizer
- Diameter Equalizer
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- VU Meter Panel
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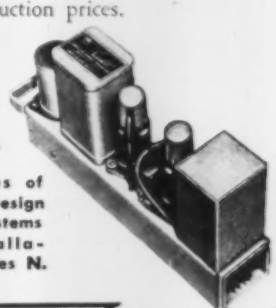
**Consult us about your specific needs.**

**Write for series of helpful articles, "Design of Recording Systems and Actual Installations." Ask for Series N.**



Fairchild
RECORDING EQUIPMENT CORPORATION
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## JORDAN NAMED
### President of Texas AP Assn.

CHARLES B. JORDAN, vice president of KFJZ Fort Worth, has been re-elected president of the Texas Associated Press Broadcasters Assn., the group announced last week.

Election was conducted by mail ballot pursuant to a decision made at the cooperative's Dallas meeting, Oct. 2. Others elected are: Pat Flaherty, KPRC Houston, vice president succeeding Joe Leonard Jr., KGAF Gainesville; Jim Alderman, WRR Dallas, re-elected secretary-treasurer.

## Facsimile Gift

FACSIMILE equipment valued at $40,000 has been turned over by *The New York Times* to the Graduate School of Journalism, Columbia U., New York. The apparatus, which will be used for training journalism students in electronic communications, includes transmitters and console receivers which students will use for experimental development of news and printing for FM transmission. Elliot A. Crooks, vice president of Radio Inventions Inc., New York, will direct the experimental and teaching program.


**ARE YOU SUITED FOR VEST (Ky.)?**

We tip our hat to you if you can successfully button Vest (Ky.) into your promotion plans for Kentucky! Most merchandisers find that outer belt of the State too loose for their needs!

So at WAVE we roll up our sleeves and broadcast exclusively to our own tailor-made market, the Louisville Trading Area. This one concentrated market accounts for 76.5% *as great drug sales*, for example, as all the *rest* of the State put together!

Try WAVE for size, Sir. We'll give you a real fit, but no fits!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives


## News

**WILEY S. MALONEY,** with United Press for 13 years, and most recently with public relations department of Pillsbury Mills Inc., Minneapolis, appointed director of news and special events for WCCO Minneapolis-St. Paul effective Dec. 15. He succeeds **SIG MICKELSON,** who becomes director of discussion division for CBS [BROADCASTING, Dec. 5].

**JAY J. HEITIN,** former program manager at WHYN-AM-FM Holyoke, Mass., appointed news and special events director for WNBC and WNBT (TV) New York. He joined WHYN as an announcer in 1942, later working in station's publicity, promotion, special events and program departments. He succeeds **FRED S. HEYWOOD,** who has resigned to join WBAL-AM-TV Baltimore, as publicity-promotion manager.

Mr. Heitin

**ELBIE FLETCHER,** first baseman for Boston Braves, signed to contract as sportscaster during off-baseball season by WBZ Boston.

**EARLE ROSS,** sportscaster for CKCW Moncton, N. B., and Elsie Jensen announce their marriage.

**MEL ALLEN,** sportscaster for CBS, awarded honorary membership in Alpha Epsilon Rho, national honorary radio fraternity, and in American Assn. for Education in Radio for his "high standards in broadcasting." Awards were made recently at U. of Alabama.

**GRADY COLE,** commentator and farm editor of WBT Charlotte, N. C., appointed member of North Carolina Communications Study Commission.

## OKLA. AP OUTLETS
### Pledge News Exchange

OKLAHOMA Associated Press radio stations have followed the trend of other state AP groups by pledging themselves to the exchange of news among members, the AP reported last week.

Following the keynote set by speaker James L. Todd of KSIW Woodward, the state group, meeting at Oklahoma City a fortnight ago, agreed to be on the alert for stories or tips to be turned over to AP bureaus there and in Tulsa for distribution to the cooperative's facilities. The members agreed that stations have the same responsibilities as AP newspapers in making news available to the group's wires.

PLANS for construction of FM transmitter are included in proposed five-year plan to be launched by the Polish Radio in 1950. Plan also includes contemplated five and half million radio radio licenses and one million loudspeakers, with existing tranmitters to be given increase in power.

# WINS SALE HIT
### *Employes Petition FCC On Pope Purchase*

A COMMITTEE of 64 employes of WINS New York petitioned FC last week against the proposed acquisition of the station by Generos Pope's Il Progresso Italo-American Publishing Co., owner of WHOM Jersey City [BROADCASTING, Sept. 26].

They noted that Il Progresso proposes to turn the 50 kw station, now owned by Crosley Broadcasting Corp., into a foreign-language outlet. This, they maintained, not only would "necessitate the dismissal of practically all of the present employes" but would "not be in the public interest."

"To devote such facilities (1010 kc, 50 kw day, 10 kw night; CP for 50 kw fulltime) to foreign-language broadcasting to relatively small minorities and, at the same time, to delete the present programming which is of such general and widespread public interest would be an inefficient and wasteful use of the facilities," the petition asserted.

WINS' sports and news coverage "are especially newsworthy" and the station ranked fifth in listeners among New York AM stations in the A.C. Nielsen Co. survey for June 1949, the Commission was told.

The petition, filed by former FCC Chairman James Lawrence Fly, maintained that "the very principle of foreign-language broadcasting is a questionable one." In support, the petition cited views expressed by FCC examiner Hugh B. Hutchison in an initial decision on applications for the facilities formerly used by WORL Boston [BROADCASTING, Nov. 7].

The only public-interest justification of foreign-language broadcasting, the petition continued, "is in terms of radio service to foreign-born persons who are presumed to be so unfamiliar with the English language and so unassimilated into the general stream of American life that a specialized approach is required if the various benefits of radio are to be accessible to them. Necessarily, as time goes by, this justification becomes less and less persuasive because the number of such unassimilated foreign-born is continuously being reduced. . . ."

New York City's foreign-born white dropped from 33.1% of the total population in 1930 to 27.9% in 1940, the petition continued. Since "many of the foreign-born have learned the English language and have become integral parts of the New York metropolitan community," it was argued, "the above figures exaggerate whatever need there still may be for such specialized broadcasting."

Any remaining need for foreign-language programs in the New York area, the committee continued, is "more than satisfied" by Mr. Pope's WHOM and by WEVD, WBNX, and WOV New York.

The petition also said Mr. Pope "has personally told the committee of petitioners that the assignee could do no more than absorb a few of the present employes."

The committee said it represented all WINS employes except supervisory personnel. It asked that the transfer application be set down for hearing with its representatives participating.

Counsel for Mr. Pope said they would file an answer to the committee within a few days. Under the proposed transfer Mr. Pope would acquire the station for $512,500. Under the duopoly rule he would be required to dispose of WHOM.

## REL Merges Operations

RADIO ENGINEERING Labs., Long Island City, N. Y., has consolidated operations into its main plant, after completion of improved factory layout and office facilities expansion. REL manufacturers FM broadcasting and communications equipment. Firm's general offices are now located at 36-40 37th St., Long Island City, 1 N. Y., telephone Stillwell 6-2101, teletype New York 4-2816.

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Columbus, Ohio

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Management and Operation
*(20 years experience)*

● SALES CAMPAIGNS
● SALES TRAINING
● SALES PROMOTION

Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

## WNAR'S HERO
### Announcer Fights Fire

WNAR Pottstown, Pa., now has a hero on its staff. Charles M. McGregor, the station's news announcer and representative, acted to the demands of the moment when a disastrous $350,000 fire raced through the downtown business section of the city and destroyed WNAR's studios recently. WNAR reports Mr. McGregor was alone in the station on the second floor when the fire started.

He stayed in the building and made certain that no one was trapped inside, then aided firemen in their efforts to combat the fire. Smashing his way to the third floor, the WNAR announcer led the firemen to a vantage point from which to check the blaze. Later, at the height of the blaze, Mr. McGregor single-handedly hoisted a fireman, who had been overcome from the smoke, across several roofs to safety. He then returned to the roof to assist in leading still another fireman to safety.

His fire-fighting heroics were broken off only long enough to reach Norristown 20 miles away where he announced the regular hour-long *Pottstown Hour* show. In the program he gave WNAR's listeners an eye-witness account of the fire. Later in the day, this man of unlimited energy provided Harrisburg's WHP with an eye-witness story for its evening news show, and finally was forced off the fire-fighting line when he was sent to Pottstown's Memorial Hospital for two-day treatment for smoke inhalation.

**TOP national radio award in the second annual "Life Line of America Trophy" competition of the Grocery Manufacturers of America Inc. goes to Kay West, women's program director of Westinghouse's KEX Portland, Ore. Presenting the trophy is Paul S. Willis (l), president of GMA, as Walter E. Benoit, vice president of Westinghouse Radio Stations Inc., holds the accompanying commemorative plaque awarded to KEX.**


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One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting industry.

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**AT SPEAKERS table during a luncheon of the NAB District 15 meeting in San Francisco are (l to r): Arthur Westlund, KRE Berkeley and head of California Broadcasters Assn.; NAB President Justin Miller; Glenn Shaw, KLX Oakland, district director; Carl Haverlin, BMI; Clyde Coombs, KARM Fresno and KROY Sacramento; William Smullin, KIEM Eureka.**

* * *

# NAB DIST. 15
## *Plan To Reduce Districts Meets Opposition*

PROPOSED shuffling of the NAB's 17 districts to reduce the number of areas and effect operating economies met with opposition at the Dec. 1-2 meeting of NAB District 15. Meetings were held at the Mark Hopkins Hotel, San Francisco, with Glenn Shaw, KLX Oakland, presiding as district director.

District 15 adopted a resolution in which the membership "insists that the present number of districts of NAB be maintained." The re-districting idea has been studied for several months at NAB headquarters. New state alignments were submitted to the board last month but no action was taken.

The disturbed NARBA situation, which has brought resolutions from a number of NAB districts, drew action from the San Francisco group, which urged "continued NAB insistence that the State Dept. and other government agencies protect the rights of the American people in an equitable allocation of international frequencies."

Other resolutions commended the board and President Justin Miller along with the NAB staff "for the economy trend and practical approach to the problems of today's broadcasters in the NAB operation, as evidenced in the last six months." Broadcast Advertising Bureau and Director Maurice B. Mitchell, employe relations work of Richard P. Doherty and the research achievements of Dr. Kenneth H. Baker were praised as was President Miller's work on behalf of free speech.

The district urged that the per program-blanket music ratio be applied in TV music license contracts. Increased use of BMI music was favored and the FCC proposal to increase minimum FM hours was opposed. The regime of Director Shaw was commended.

Judge Miller, Mr. Doherty and Mr. Mitchell conducted their regular district meeting sessions, with many of the delegates terming the meeting the best in years. Official registration totaled 75 but another 50 persons actually took part in the sessions.

Philip G. Lasky, KSFO San Francisco, presided at the labor meeting. Jules Dundes, KCBS San Francisco, was chairman of the sales managers meeting.

**REGISTRATION**
**DISTRICT 15**
**DECEMBER 1-2**

Sheldon Anderson, KCOK Tulare; George Arnold, KSMO San Mateo; Howard Bailey, KWG Stockton; Arden Booth, KDAN Oroville; Don Bowerman, United Press, San Francisco; Harold J. Brown, KMJ Fresno; Ira Cave, Pacific Tel. & Tel., San Francisco; L. E. Chenault, KYNO Fresno; Keith Collins, KFBK Sacramento; Clyde Coombs, KARM Fresno; Walter Davison, Langworth, Hollywood; Ianthe Densmore, KROG Sonora; A. G. Diederichs, NBC, San Francisco; Richard P. Doherty, NAB, Washington; Glenn Dolberg, BMI, Hollywood; W. I. Dumm, KSFO-KPIX (TV), San Francisco; Jules Dundes, KCBS San Francisco.

Melton Ferris, C. P. MacGregor, San Francisco; George Greaves, KNBC San Francisco; Gayle V. Grubb, KGO San Francisco; Wilt Gunzendorfer, KROW Oakland; Carl Haverlin, BMI, New York; Kolin Hager, SESAC Inc., New York; Charles T. Haist, General Electric, San Francisco; J. M. Hall, KSBW Salinas; Ray V. Hamilton, Media Brokers, San Francisco; John J. Hamlyn, McClatchy Broadcasting System, Sacramento; Arthur H. Hayes, KCBS San Francisco; Carroll Houser, KHUM Eureka; Grant Holcomb, KCBS San Francisco; Hewitt Kees, KOH Reno; Ewing C. Kelly, KCRA Sacramento; Charles H. Kinsley Jr., KYOS Merced; Phil G. Lasky, KSFO-KPIX (TV) San Francisco; Joe E. Levitt, KXRX San Jose; Bert Lown, Associated Program Service, New York.

Charles F. Mallory, KSJO San Jose; Jack MacFarland, KECC Pittsburg; M. Marquardt, World Broadcasting, Hollywood; Mel Marshall, KECC Pittsburg; L. R. Matushak, McClatchy Broadcasting System, Sacramento; J. E. McKahan, KSUE Susanville; David McKay, KOLO Reno; Lee Mikesell, KSAN San Francisco; Justin Miller, NAB, Washington; Frances Miner, KROG Sonora; Maurice B. Mitchell, BAB, New York; H. Morgan, KSBW Salinas; Wellington Morse, KWBR Oakland; W. B. Murphy, KSUE Susanville; Richard O'Donnell, KSJO San Jose; Clifford E. Ogden, Capitol Records, Hollywood; William D. Pabst, KFRC San Francisco; Sol Paul, BROADCASTING, New York; C. F. Pendleton, KJBS San Francisco; Grant Pollock, KVON Napa.

Ken Randolph, KSBW Salinas; Leo Ricketts, McClatchy Broadcasting System, Sacramento; Bob Rogers, KSGN Sanger; Fred Ruegg, KCBS San Francisco; Charles P. Scott, KSRO Santa Rosa; John Schacht, KMOD Modesto; Paul M. Segal, Washington, D. C.; Glenn Shaw, KLX Oakland; Clint Sherwood, KSAN San Francisco; Bill Simpson, KTMS Santa Barbara; George S. Smith, Washington, D. C.; Wm. B. Smullin and Bert Speer, KIEM Eureka; George Statdmuller, KCBS San Francisco; Orville Stiff, KMOD Modesto; Ralph Stillings, KOLO Reno; Robert L. Stoddard, KATO Reno; Lewis Tee-Garden, Standard Radio Transcriptions, Hollywood; Hugh Turner, KTIM San Rafael; S. W. Warner, KWBR Oakland; Arthur Westlund, KRE Berkely.

## Finally—By Heck

FOR ALMOST a year WWDC Washington couldn't give money away, but a D. C. housewife finally cracked a $1,060 jackpot, ending one of the longest local giveaways on record. Mrs. Warden H. Pike won the windfall by identifying "By Heck" on the station's daily Mystery Melodies. Jackpot had been mounting since Dec. 16, 1948, with amounts added each day on the five-minute show, aired at 1:15 p.m. Mrs. Pike was paid in cash, WWDC reported — just before the Thanksgiving holiday.


Gates *has it*

IF IT IS FOR A
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GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

## TELEPHONE ADS

### Radio Adaptable, Says Brown

IN a letter to the Southern Bell Telephone Co., Walter Brown, president of WORD Spartanburg, S. C., points out that radio is adaptable to telephone advertising and expresses the opinion that radio can do a much more effective job than newspapers. Mr. Brown sent the letter after reading a newspaper ad which explained the company's plan to have a pretty young lady call on telephone subscribers and teach them to use the dial system.

"More important," Mr. Brown stated, "the relationship between radio and telephone is so much closer than that between the telephone company and the printed word. We both operate through the ear, while newspapers operate through the eye."

## New WJBC Facilities

NEW technical facilities of WJBC-AM-FM Bloomington, Ill., were dedicated last Wednesday with a three-hour variety show, featuring Jim Ameche as guest star. Developed under the direction of Chief Engineer Ted Bailey, the new construction includes a 400-ft. tower with FM pylon antenna, ground system for AM, transmitter building, AM and FM transmitters, control equipment and a technical workshop. AM power remains at 250 w on 1230 kc; FM, on 101.5 mc, is increased from 250 w to 3 kw with 15 kw ERP. WJBC-AM-FM is owned and operated by Bloomington Broadcasting Corp.

Sept.-Oct. 1949

| | |
|---|---|
| MORNING | 41.3 |
| AFTERNOON | 37.2 |
| EVENING | 28.6 |

*First By Far*

● WFBL

SYRACUSE, N. Y.

*Represented by*
FREE & PETERS, INC.


# Allied Arts

**RICHARD GOLDEN,** formerly of Schwerin Inc., New York research firm, joins Lester Lewis Assoc., New York television packaging and personal management firm, to write *Eliose Salutes the Stars* show on DuMont. **FLORENCE ROMAN,** formerly with ABC-TV, made production assistant for association, and **MARIE STROUD** promoted to casting director, succeeding **ROBERT QUARRY,** resigned.

**AL STINE, TOM CUNNINGHAM, GERALD SWISHER** and **MARK KNIGHT** named executive representatives of Associated Press.

**BERT LIND** rejoins Ted Hudes Radio Productions, New York, as associate producer of transcribed radio programs and television films. She formerly worked with company on production of series of transcribed radio shows on displaced persons.

**HERB HARRIS,** formerly with production department of NBC, New York, and **MARK SCOTT,** former sales production manager at WLOW Norfolk, Va., join sales division of United Artists Television, New York.

**ALLAN H. GILLIS,** president of Gillis-Edwards Productions, Hollywood, is the father of a girl, Nancy.

**TELENEWS-INS,** New York announces signing by KPHO-TV Phoenix, Ariz. and KPIX-TV San Francisco for its *This Week In Sports.* Show will be sponsored on KPHO-TV by TV Corp., Phoenix radio and TV set dealer.

**CARDINAL Co.,** Hollywood (radio-television producer), announces it will distribute all unreleased program series submitted by radio packagers. Firm seeks not only to find immediate way to expand its supply of available transcribed programs but to provide national release for "capable independent packagers who have failed to obtain a sales outlet."

### Equipment

**JOHN D. SMALL,** former administrator of Civilian Production Administration, and more recently president of Maxson Food Systems Inc., named executive assistant to president of Emerson Radio & Phonograph Corp., New York.

**DAVID T. SCHULTZ,** vice president and treasurer of Raytheon Manufacturing Co., New York, elected to firm's board of directors. He has been vice president and treasurer of Raytheon since its formation in 1928, and was treasurer of its predecessor company since the previous year.

**HOFFMAN RADIO Corp.,** Los Angeles, purchases Hoffman Sales Corp., distributing agency for firm's products in Los Angeles and San Francisco.

**INSULINE Corp. of America,** Long Island City, N. Y., acquires additional factory space totaling 10,000 square feet, supplementing firm's present quarters. Facilities will be devoted to manufacture of television antennas and accessories.

**R. M. (Bob) WARE,** sales-engineer representative for Gates Radio Co., Quincy, Ill., resigns from company.

Mr. Ware

He is former owner - manager of WBHB Fitzgerald Ga. and was responsible for construction of station. His future plans have not been announced.

**NATIONAL RECORDER Co.,** Los Angeles, announces development of new tape recorder which features two hours recording time (at 7.5 inches per second) and needs no rewinding before play back.

## Newsman Ed Murrow

PROFILE sketch of Edward R. Murrow, CBS' famed news analyst and commentator, is featured in the *Saturday Evening Post* issue of Dec. 10. Author Wesley Price, a *Post* associated editor, tells in "Murrow Sticks to the News" how Mr. Murrow sifts facts from opinion and refrains from "telling people how to think." The commentator, observes Mr. Price, "lacks two distinctions: He has never been called a liar by a President of the United States, nor been accused of hounding a Cabinet officer to his death." Article begins with Mr. Murrow's war reporting and traces his return to radio (post war) then flashes back to biographical data concluding with a description of Mr. Murrow's newscasting technique. Mr. Murrow, says Mr. Price, was the "first of a new breed"—the "true" radio correspondent.

## HOSPITAL FUND

### Ad Men Ask United Fron

TOP EXECUTIVES of three leading advertising agencies have formed a united front on behalf of the United Hospital Fund in an appeal to executives in the advertising profession.

Bruce Barton, chairman of the board of BBDO, New York; H. L. McCann, board chairman of McCann-Erickson Inc., New York, and Stanley Resor, president of J. Walter Thompson, New York, have each personally signed 1,000 letters of appeal. The letters state that "today the importance of keeping these voluntary hospitals self-supporting is all the clearer, since they present a strong bulwark against 'socialized medicine' and the collectivism it represents."

## HOLDS COURT

### WGPA-FM Airs Inquest

A CORONER'S inquest recently was brought to life for WGPA-FM Bethlehem, Pa., listeners. Station, owned by *The Bethlehem Globe-Times,* converted its main studio into a courtroom where proceedings were held and broadcast.

Arthur C. McCracken, WGPA-FM manager, offered use of the station's facilities for the inquest (investigating the mysterious death of a local night club hostess) as a public service. The station believes it is the first time that a station has thus pioneered to link news presentation with public service.

Members of the *Globe-Times* news staff intermittently aired detailed descriptions of testimony given on the stand and other activities. Front of the main studio, according to the station, was arranged in courtroom fashion with sections marked off for jurors, the coroner and district attorney's staff, counsel representing principal witnesses, and for witnesses questioned. A special section was used by local area newsmen and wire service reporters. According to WGPA-FM, studios and lobbies were jammed to capacity two hours before the inquest was scheduled to begin at 8 p.m.


*For Sale*

RADIO TOWERS

4 135-ft. Blaw Knox self-supporting towers.

10 200-ft. Skyline Guyed towers (originally micro-wave relay towers, two of them tied together with reflector screen on top, making five relay units; or broken down, will make ten single 200-ft. guyed towers for AM stations, police, cab radio, etc.)

*Most of this equipment has never been erected.*

SCHUMAKER
CONSTRUCTION COMPANY
*Erectors of Towers, Antennas, and Coaxial Cables*
East Michigan Street—Michigan City, Ind.

# In the Public Interest

### Help for Polio Victims

THE POWER of radio was aptly demonstrated in WEST Easton, Pa.'s polio drive conducted this fall. Because the Easton Hospital polio ward was full, the station was contacted and asked to appeal for $6,800 with which to buy a quonset hut for the overflow of severe cases. The appeal was carried by the station for three days on four programs. Contributions totaling $45,360.09 were jointly received by the hospital and WEST. One victim, a 17-year-old girl who had been stricken while visiting her grandparents, looked forward to a lonely birthday in the hospital. The station appealed for cards for her and again the response was tremendous. Nearly 2,000 cards, a radio, a cake, two baskets of fruit and many handkerchiefs were sent for her birthday celebration.

* * *

### Station Saves Life

A 22-MONTH-OLD girl, Cheri Tucker of Enid, Okla., was critically ill with a malignant tumor recently and needed specialist treatment. Her family could not afford it, so a call for help went out to KCRC Enid. An appeal for contributions was broadcast on five newscasts over a three day period. One thousand dollars was collected, and the drive was called off, but station had to broadcast further bulletins because contributions were no longer necessary. The final total collected for the child was more than $1,200.

* * *

### WDAD Gets Results

A LOCAL war hero, "Bud" Baird of Indiana, Pa., who was badly burned during the war, is singing the praises of WDAD Indiana, Pa. The Indiana VFW, upon hearing of Mr. Baird's release from the hospital, started a drive for funds to provide a car for the veteran. Local papers were first used in the appeal for $2,000. After two weeks netting only $200, WDAD was contacted. Five days of "plugs" on WDAD produced well over the needed sum as well as seat covers, gasoline and free repairs for one year. Goal was reached just six hours before the surprised veteran returned home. WDAD was presented a plaque by the national VFW in recognition of this service.

* * *

### Family X

ON Thanksgiving Day WKBW Buffalo, N. Y., aired a special dramatic presentation, *Thanks for Family X*. Story centered around an impoverished family of 13 children who were too proud to ask organized charity for help. Show recounted how Larry Lawrence, disc jockey for WKBW, began broadcasting SOS's for the family Nov. 4. The family received a Thanksgiving dinner, a year's supply of coal and milk for the children, as a result of the WKBW broadcasts.

## LORILLARD CO.

### $250,000 Cigar Budget Set

P. LORILLARD Co. has created a new cigar division and established a cigar advertising budget of more than $250,000, Alden James, director of advertising, revealed last week.

Since radio has been so successful for P. Lorillard Co. with its Old Gold cigarettes, which are currently sponsoring part of *Stop The Music* and the *Original Amateur Hour*, both on ABC, it is safe to assume that part of the cigar advertising budget will be used in radio, a spokesman at Lennen & Mitchell, the agency handling P. Lorillard & Co., told BROADCASTING.

Frank Hopewell, vice president of P. Lorillard, has been named to direct operations of the newly formed cigar division. J. J. O'Connor has been named assistant general manager.

A radio campaign also has been recommended for the firm's Beechnut Tobacco as part of its 1950 advertising plans, it was reported.

## Lang-Worth Additions

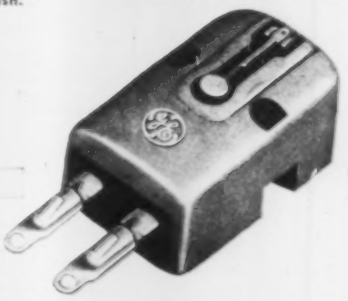
LANG-WORTH feature programs has announced 38 additional renewal contracts for the new eight-inch library. Stations are: KBIO Burley, Ida.; WICA Ashtabula, Ohio; WING Dayton, Ohio; WFIN Findlay, Ohio; WPFB Middleton, Ohio; KFOX Long Beach, Calif.; KXIC Iowa City; WMDN Midland, Mich.; WKNX Saginaw, Mich.; KYJC Medford, Ore.; WISR Butler, Pa.; WMCK McKeesport, Pa.; WMGW Meadville, Pa.; WJAS Pittsburgh; WPIC Sharon, Pa.; WMAJ State College, Pa.; KMHT Marshall, Tex.; KXLE Ellensburg, Wash.; WSOY Decatur, Ill.; WTAX Springfield, Ill.; KCOG Centerville, Iowa.; KWOS Jefferson City, Mo.; WFAH Alliance, Ohio; WJMO Cleveland; WHKC Columbus; WTNS Coshocton, Ohio; WHUN Huntingdon, Pa.; KXIT Dalhart, Tex.; KMUR Murray, Utah; WKBZ Muskegon, Mich.; KGW Portland, Ore.; WSNY Schenectady; WOOD Grand Rapids; WFUR Grand Rapids; WKNK Muskegon; WPIK Alexandria, Va.; KOMW Omak, Wash.; WGBA Columbus, Ga.


Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.

O. E. Vanerstrom
Station KBRC,
Mount Vernon, Wash.

# Station Engineers Prefer...

William E. Moats
Station WCCP,
Savannah, Ga.



## VARIABLE RELUCTANCE CARTRIDGE

Performance—not words—sells cartridges to broadcast stations. That's why you'll find so many station engineers who specify General Electric—for fine reproduction, for long life, for economy.

Stylii are available in 1, 2.5 and 3 mil radii for use with this cartridge. Sapphire $2.10; Diamond $16.50.

Compare this price with anything on the market!

Type RPX-046 Cartridge less stylus—
Net to broadcasters..... $6.87

## TRANSCRIPTION TONE ARM

Especially adapted for use with the G-E Cartridge. Made of strong, feather-light magnesium. Exceptionally good when tracking old or warped records. Excellent bearings. Mounts on standard broadcast turntables.

Type FA-21-A. Net to broadcasters..... $41.00

GENERAL ELECTRIC

General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletins with complete specifications on the G-E Cartridge and Transcription Tone Arm.

NAME.....

ADDRESS..... STATION.....

CITY..... STATE.....

# • CLASSIFIED ADVERTISEMENTS

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

***BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.***

## Help Wanted

### *Managerial*

**Manager,** new local station. Want experienced civic-minded general manager to establish station and operate profitable. WCDL, Carbondale, Pa.

### *Salesman*

**Central** Michigan 24 hour station has opening for aggressive experienced salesman with proven record. Job open immediately. WKNK, Muskegon, Mich.

**Rocky** Mountain ABC affiliate associated with newspaper has opening for salesman. Experience necessary. Good secondary market. Car required. Send complete resume with photo in first letter. Box 423D, BROADCASTING.

**Transcription** salesmen, outstanding productions, liberal commission basis. Box 458D, BROADCASTING.

**Washington** area's most powerful independent anticipates future need for salesmen, announcers, first class engineers. Write Howard Stanley, WEAM, Arlington, Va.

### *Announcers*

**Wanted,** experienced announcer-operator with first class ticket. Position available immediately at good starting salary. Box 441D, BROADCASTING.

**Florida** local needs good announcer who can double as salesman and local newsman. Half air time. Fifty dollars plus. Photo, disc, references required. WCNH, Quincy, Florida.

**If** you are an announcer with first class ticket, experienced, sober, can get along with your associates and want pleasant work on 250 watt independent in small city near Gulf Coast, we can get together on salary. Send references and disc or come for interview. WEBJ, Brewton, Ala.

**Combination** operator, must be polished announcer. Splendid opportunity for right man. Send disc, photo and particulars or contact Paul Schafer, WNOR, Norfolk, Va.

**Combination** announcer-engineer. Will pay up to $60.00 weekly to the right man. Pleasant community of 12,000, excellent working conditions. Send qualifications, photo and disc. WULA, Eufaula, Ala.

### *Technical*

**Engineer - announcer.** Combination must have first class license and good voice. Apply WKWF, Key West, Florida, John M. Spottswood, Manager. Send snapshot, transcription, minimum salary and autobiography. Desire to fill position by January 1st.

**Immediate** opening combination class I engineer-announcer, emphasis on announcing. Starting salary $60.00. WMNC, Morganton, N. C.

**Combination** engineer-anouncer, first class ticket. Virginia daytime independent, rich fishing, swimming, resort area of state. Need good morning man. Living accomodations available. $240.00 per month start. WNNT, Warsaw, Virginia.

### *Production-Programming, others*

**News editor,** must be able to write and announce local newscasts and take complete charge of newsroom on large southwestern CBS station. Send background, experience, picture, transcription of voice first letter. Box 440D, BROADCASTING.

**Large** network affiliate in eastern market established more than 20 years would like to hear from small western or hillbilly group desiring to move to new territory and exploit personal appearances. State all facts in first letter, sending disc if available. Disc will be returned. WKBW, Buffalo, N. Y.

## Help Wanted (Cont'd)

## Television

### *Production-Programming, others*

**TV** PROGRAM MEN WITH ACTUAL TV EXPERIENCE AND IDEAS. NEW EASTERN PLANT DESIRES COMPETENT PRODUCTION PERSONNEL. OFFERS GOOD PAY AND OPPORTUNITIES FOR ADVANCEMENT. WRITE FULLY TO BOX 438D, BROADCASTING.

## Situations Wanted

### *Managerial*

**Well qualified.** Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

**Manager,** young, aggressive, strong on sales. Record of successful management. College graduate. Box 296D, BROADCASTING.

**Manager**-sales manager with top record in billing. 8 years experience in all departments both network and independent operations. Know good radio and how to sell it. College graduate with excellent references. Desires only permanent and sound proposition. Box 307D, BROADCASTING.

**Commercial** manager, time salesman, 13 years experience. Best references. Box 376D, BROADCASTING.

**Aggressive** young radio executive wants dirty work and good pay. University graduate, former station manager. Program, news, promotion specialist. Writer, photographer. Will travel. Box 405D, BROADCASTING.

**Turnabout.** Some managers double as salesmen. I create programs which sell themselves. Set on salesmen but short of sales? Let me manage your operation. University graduate, six years in radio, two as manager. Specialist in programs, news, promotion. Give me your confidence and let me justify it. Box 406D, BROADCASTING.

**Manager,** sales manager or both. 12 years radio and newspaper management and sales. Thorough knowledge of programming and public relations. Clean record. Good references. Box 430D, BROADCASTING.

**Manager,** can make move after Jan. 1, maybe before. Hard working. Know all the ins and outs of radio, will act as manager and comm. manager if needed. Want to locate in Ohio or bordering states. Can make or keep station in black. Salary plus. Box 437D, BROADCASTING.

**Ideal team** of radio personnel offers your station efficient quality operation of every department below your present overhead. Box 442D, BROADCASTING.

**Sales manager** who in past 17 years has personally sold millions of dollars in local time at WAVE, Louisville, seeks job as commercial manager of substantial southern station or as manager of smaller outlet. 45 years old. Married, two children. Florida or Gulf Coast preferred. Complete references available either direct or from WAVE. Correspondence confidential if you wish it. Address James F. Cox, P.O. Box 212, Anchorage, Ky.

### *Salesmen*

**Sales manager,** have ability to make money for a station. With 8 years radio experience. Know independent and network operations. College graduate. Top references. Box 418D, BROADCASTING.

**Large** stations only with top earnings possible. Agency and large market experience. 13 years radio and newspaper. Prefer midwest. Box 429D, BROADCASTING.

## Situations Wanted (Cont'd)

**Are** you tired of floaters, hotshots and braggers? Then you need someone who is interested in permanency and security. Box 454D, BROADCASTING.

**University** graduate, sales success, experienced, fine appearance, best references. East. Box 455D, BROADCASTING.

### *Announcers*

**Sportscaster - announcer,** experienced play-by-play, currently employed. Desires change. Box 364D, BROADCASTING.

**Announcer,** two years well rounded commercial experience, including New York vicinity. Not reaching for the moon. Just want to prove my worth to an established organization. Married, available immediately. Box 387D, BROADCASTING.

**Morning man,** 8 year proven record. Witty, friendly, dependable. First class ticket combination. Married, employed. $80. Box 407D, BROADCASTING.

**Announcer,** inexperienced, college trained. Amateur acting. Understands all music. Language background. Interested in showmanship, business minded station. Box 408D, BROADCASTING.

**Newscaster** and good music MC will build audience and prestige for your station or regional net. Top record and references. Box 412D, BROADCASTING.

**Announcer,** has two years college, two years experience, including basketball, baseball, football, play-by-play, newscasts, sportscasts, commercials, disc-jockey, dance band remotes, special events, interviews. Some newspaper experience. Operate board. Single, want job with future to change that status. Box 415D, BROADCASTING.

**Disc jockey**-announcer, experienced at all types of disc shows plus news, sportscasts and color. Include salary in your letter. Prefer east. Box 416D, BROADCASTING.

**Announcer,** vet, graduate of oldest broadcasting school in country. Producer, singer, emcee of amateur shows in Chicago nite clubs. Two years college. Staff announcer of 5,000 w NBC affiliate. Try anything, anywhere. Box 420D, BROADCASTING.

**Top** commercial, news announcer. Experienced. Married, expect salary $75. Box 421D, BROADCASTING.

**Staff,** experienced net, independent, excellent references, 25, married, 1 child, accounting, Virginia. Box 424D, BROADCASTING.

**Announcer-engineer** with two years experience as control room operator, six months as announcer, available immediately. Good technical background. Box 431D, BROADCASTING.

**Dear Santa Claus:** Got a problem. Want to get back to New England. I'm a good newscaster, commercial announcer, dramatist. If you find an opening, please forward the Christmas cheer to Box 432D, BROADCASTING.

**Announcer**-program director-news editor. 13 years experience, former NBC, CBS. Married, will go anywhere. Disc and photograph on request. Box 435D, BROADCASTING.

**Announcer,** now employed Chicago area 1 kw. Wants better position same area. 4 years experience excellent references. 26, married. Personal interview. Box 439D, BROADCASTING.

**Experienced** announcer with 1st class license available February 1st. Box 443D, BROADCASTING.

**Experienced** announcer-disc jockey. Available immediately. Eligible for G. I. training. Box 448D, BROADCASTING.

**Announcer,** experienced in newscasting, DJ shows and some sports. I am young, ambitious and anxious to get ahead with reputable station. Disc and photo available. Box 449D, BROADCASTING.

**TV** production man, former radio announcer, program director desires announcing duties with radio station having TV plans. Will go anywhere. Box 450D, BROADCASTING.

## Situations Wanted (Cont'd)

**Attention** N. C.-S. C.- Fla. stations: Topnotch announcer looking for station that can offer play-by-play baseball, experienced all phases announcing. Now employed by NBC station but desire change. Can be ready January 1. Write Box 451D, BROADCASTING.

**Topflight** sports announcer, four years experience all sports, news and special events. Disc, tape and references available. Box 452D, BROADCASTING.

**Announcer,** college grad., warm resonant voice affords fine delivery of news commercials, personality DJ style. Experienced with network affiliate. If you're an active 250 watt station in southeast, eastern Pa. or northeast disc, photo, excellent references available at your request and offer of a permanent position. Box 456D, BROADCASTING.

**Quality** announcer, deep voice, 2½ years experience, write copy, college. Box 460D, BROADCASTING.

**Announcer**-salesman, 3 years experience available after first of year, money secondary to pleasant working conditions, prefer midwest or south. Box 462D, BROADCASTING.

**Announcer**-writer. Completely devoid of talent. Lackadaisical voice. Lusterless ideas. Love radio. Single, 28, two years experience, console. Box 464D, BROADCASTING.

**Experienced** announcer, console work, available first of year, references and disc on request. Box 465D, BROADCASTING.

**College** graduate, available January 1. Desires permanent job in sports or staff. Three years play-by-play and staff work. Box 466D, BROADCASTING.

**Combination** man. First class ticket. Sports, play-by-play. Prefer south. No drifter, married. P. O. Box 6264, Jacksonville 5, Fla.

**Staff** announcer, graduate leading radio school, Radio City. Copy, college, music, will travel. Albert Becker, 55 West 180 St., Bronx 53, N. Y.

**You** were once in my shoes, looking for 1st job. Grad radio school, 25, single, will travel anywhere. Experience primary objective—money secondary. Hard worker, learns fast. D. Brooks, 3338 16th St., N. W. Wash. 10, D. C.

**Announcer,** deep resonant voice, graduate of leading broadcasting school. Hard working, industrious, anxious for start, travel anywhere. George A. Falk, 34-33 Thirty-First St., Long Island City, N. Y.

**Sportscaster,** available soon. High school, college football, fights, etc. All phases. Good authoritative voice, young, married, looking for hard work, not soft touch. Charles French, 10210 Erving Ave., Chicago, Ill.

**A** good man is hard to find. So, stop right here. If you'll pay $225 month for dependable, energetic staff announcer, 27 years old, single, seeking permanent position with chance to show ability. Prefer midwest. Will answer all. Two years announcing experience. References. Available immediately. Contact Sam McClaughry, 8521 S. Loomis Blvd., Triangle 4-1459, Chicago 20.

**Experienced** announcer, good news and disc jockey background console operation, progressively production minded, disc, photo, references. J. D. Mullen, WTPR, Paris, Tennessee.

**Sportscaster-engineer.** 3 years major sports. Football, basketball, baseball, boxing, rodeos. Tape of live broadcasts available. Satisfaction guaranteed. 38 months chief engineer present location. Construction, maintenance, supervision. Available immediately. Mack McCreary, Box 202, Jacksonville, Texas.

**Experienced** announcer and engineer. Excellent references. Interested good offer. Keith Moreaux, 915 4th Ave., S. Minneapolis, Minn.

**Combination** announcer-engineer desires position, preferably in west. First class license, college and broadcast experience. Ken Simpson, 2645 Second St., Baker, Oregon.

## Situations Wanted (Cont'd)

*Technical*

**Experienced** engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

**Chief engineer** with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. 90 week minimum. Box 25D, BROADCASTING.

**Experienced** engineer, first phone, console, transmitter, remotes. Car. Married. Box 336D, BROADCASTING.

**Engineer,** degree, 10 years experience, as chief, licensed. Box 381D, BROADCASTING.

**1st phone,** broadcast experience studio and transmitter, married, have car, willing to travel. Seek permanent position. Box 385D, BROADCASTING.

**Engineer,** 2 years experience AM and FM station operation and maintenance, remotes, tape and disc recording, audio construction. Single, car, available. Box 410D, BROADCASTING.

**First** class engineer-announcer, excellent references, disc available, west preferred. Box 411D, BROADCASTING.

**Engineer,** 2 years of college, 4 years know-how. AM and FM studio and transmitter installation, operation and maintenance. Sober. Excellent references. Desire permanent position. Box 418D, BROADCASTING.

**Man,** age 20 and single wants job as radio engineer. Has a first class license. Box 422D, BROADCASTING.

**Technical** director, employed in broadcasting, 10 years chief engineer for AM station. Experienced in station design, planning, supervision of construction, understand contracts and purchasing. Three years of construction and design of equipment for radio stations. Experienced in responsibilities of Technical director. International broadcasting experience supervision and broadcasting inspection. Three years FM station construction, design, planning and site selection for stations up to 350 kw. Television application engineering. One year experience in FM network development. 1940 to 1943 engineer and chief engineer Army Corps Area of 5 states. Experienced in station promotion and audience development and small station management. Veteran with commission in Naval Reserve, active duty three years. Electronics officer. RCA-airborne TV six months, point-to-point high speed and radioteletype. Can meet and speak before public. 1st class phone since 1937, second telegraph seven years, amateur since 1928. Desire position as technical director for group of FM stations, high power FM station and TV station or management of small station. Salary open, provide complete details first letter. Box 426D, BROADCASTING.

**Any** offer considered. It's a job that I want. Preferably transmitter. CREI graduate. Amateur and part time broadcast experience. Age 21. Box 427D, BROADCASTING.

**Engineer,** first phone. Experienced 3 kw FM, console, remotes. Two years television engineering. Sober, hard-working, reliable, car. Chicago area preferred, all considered. Box 434D, BROADCASTING.

**Engineer,** 3½ years studio and transmitter (5 and 50 kw) experience. 1st phone and class A amateur licenses. BSEE. Box 444D, BROADCASTING.

**Overseas** broadcast engineer. Anywhere on contract basis, five years radio, first phone telegraph national network experience all phases transmitter, studio, field, tape, disc recording. Veteran, 30, married. Box 459D, BROADCASTING.

**Engineer,** 1st phone, 2 years experience all phases AM and FM station operation and maintenance, 25, single, car, available. Box 463D, BROADCASTING.

**Engineer,** eight months experience with remotes, recording, console and transmitter. Single, 22. Consider all jobs anywhere. Bill Massey, 300 Dinkins St., Canton, Miss.

*Production-Programming, others*

**Program** director-newscaster, 10 years experience in all phases of programming and announcing with major market network stations, my references will more than back me up. Box 398D, BROADCASTING.

## Situations Wanted (Cont'd)

**News editor**-program director, 8 years experience all phases, competent, reliable, sober, interview or e.t. Box 278D, BROADCASTING.

**Wanted,** job for one program director and one announcer. Both employed. Box 294D, BROADCASTING.

**Program** director, experienced. Now employed desires same job elsewhere. All letters answered. Box 293D, BROADCASTING.

**Young woman** desires job as women's program director in New England. Qualified to produce women's participation and department store shows. Seven years broadcasting experience. Qualified for TV. Wellesley graduate. Box 345D, BROADCASTING.

**Want** an accurate, conscientious, fast copywriter? College graduate, young lady experienced in handling accounts and traffic. Box 388D, BROADCASTING.

**Radio** farm director. Twenty years in radio. Good Habits. Box 409D.BROADCASTING.

**Need** experienced PD and good newscaster with reporting experience? Let's talk business. Box 417D, BROADCASTING.

**Available** immediately for continuity, women's feature and children's programs. B. A. Degree. Disc and sample copy on request. Box 457D, BROADCASTING.

**Want** to start 1950 doing special events and programming for progressive station any place in U. S. Single, college graduate. 2 years experience in all phases of radio including initial programing for new station. Letter will bring full particulars. Norb Moore, KWRE, St. Charles, Mo.

**Program** director-announcer with independent and network affiliate experience desires south, southwest. Available January first. Photo, disc and data on request. Ozzie Pence, 2115 Scott Street, Little Rock, Arkansas.

## For Sale

*Stations*

**Radio station**—Long established station in prosperous Pacific Coast metropolitan city with excellent prospects. Owner retiring because of health. $22,500 cash, full price. Principals only. Box 338D, BROADCASTING.

**Western** New York area AM station for sale. Good market. Moderate down payment, reasonable terms. Selling because of other commitments. Box 382D. BROADCASTING.

**250 watt,** single station market, 10,000. Mid-Atlantic state. Independent, profitable, two years on the air. $35,000. cash. No broker. Box 399D, BROADCASTING.

**For sale,** part interest or all. Full-time station now under construction in live Louisiana city. Box 461D, BROADCASTING.

**Southern** California fulltime AM station, regional channel. Rapidly expanding market. Non-resident owner unable to supervise properly. Price $75,000.00, terms. Box 453D, BROADCASTING.

**For** $25,000 cash, we believe we have the most exceptional opportunity ever offered for aggressive management to acquire 80% common stock control of profitable, well equipped one kw daytime in one of America's greatest markets. Total price $180,000 with $125,000 long term preferred stock and mortgage commitment. Harvey Malott Co., Scarritt Bldg., Kansas City, Mo., Victor 4339.

*Equipment, etc.*

**Federal** 101C F. I. meter, new, $100 dn. bal. of $500 COD. Box 433D, BROADCASTING.

1 Andrew type 50 tuning unit, complete for 1000 watts or less. Includes all meters, static drain choke; A.C. outlet and heater plus Andrew type 803 3-wire lighting choke mounted in same cabinet. Original cost $590. Used 1 year, prime condition. Will be sold to highest bidder. KAGH, Pasadena, Calif.

## For Sale (Cont'd)

**10 kw** BTF-10B FM transmitter and 3 bay BF-3B super turnstile antenna. RCA. Used just long enough to iron out the bugs. Can deliver immediately. Make offer. (Might sell 10 kw amplifier portion only.) A. R. Moler, KMBC, Kansas City, Mo.

**For Sale,** 250 ft. extra heavy IDECC self-supporting tower with top hat. A. James Ebel, Radio Station WMBD, Peoria, Ill.

**For sale,** RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ebel, Radio Station WMBD, Peoria, Ill.

**For sale**—Two RCA 44BX microphones with desk stands, used few times only. New less than year. Original cost $103.00. Price $75. One RCA radio-microphone (walkie talkie suitable for man-on-the street, etc.) Type BTP-1A with crystal for 26.17 mc. Used only few times, new 7 months ago. Three sets of extra tubes and batteries. Original cost $238.05. Cash $170.00. WRSW, Warsaw, Indiana.

**For sale:** One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

## Wanted to Buy

*Stations*

**Will buy** local AM station. New Jersey or New York. Information confidential Box 354D. BROADCASTING.

**Desire** to purchase station in midwest or eastern market for cash. All information given held confidential. Box 425D. BROADCASTING.

*Equipment, etc.*

**Wanted.** Two new or used RCA turntables of 70 series with or without reproducers. Box 413D. BROADCASTING.

**Wanted,** used 250 w and 1 kw AM transmitters, monitors and speech equipment. State price, model and age. Box 414D. BROADCASTING.

**Wanted**—Brand new nine channel latest model Raytheon console. This equipment must be brand new. Submit lowest cash price. Box 428D. BROADCASTING.

**Wanted,** studio console. Prefer Gates SA-50 or Collins 212A-1. Will consider other with equivalent inputs and circuits. Must be in new condition and reasonably priced. KTBC, Austin, Texas.

**Equipment** for sale: One Tempco transmitter (250 watts). One 150 ft. self-supporting tower (never used) ready for shipment. One 350 M M beacon. One Western Electric console. One complete A-2 lighting (new). All offers considered. WCOR, Lebanon, Tennessee.

**New,** at a bargain, all welded triangular uniform cross-section, guyed type towers with insulators and lighting equipment. Will deliver and erect. Three 175 ft., four 200 ft., five 225 ft., five 250 ft., three 275 ft., five 300 ft., four 350 ft., three 375 ft., four 395 ft. Phone, wire or write Consolidated Tower & Construction Co., Inc., Petersburg, Va.

**Wanted,** used Raytheon, Gates, RCA or Collins control-board in good condition for use on small radio station. Interested in turntables also. Contact Pathfinder School of Radio giving complete information. 1222-A Oak St., K.C., Mo. HA. 0473.

## Help Wanted

*Technical*

Technical help wanted. Radio draftsman. Must be familar with broadcast studio equipment. Approximately six weeks work.

Box 447D, BROADCASTING.

## Situations Wanted

*Announcers*

*MORNINGSHOW SPECIALIST*
12 years experience in waking up the populace. Guarantee top ratings to any station suffering from L.H. (Lackadaisical Hooper). Now in N. Y., but will relocate in any fair sized town. Disc on inquiry. P. S.: Have own alarm clock.
BOX 445D, BROADCASTING

## For Sale

*Equipment*

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

## Wanted to Buy

*Equipment, etc.*

WANTED TO BUY
One tower around 200 feet high. One used but in good condition 5 kw AM transmitter. Send price and full details to
BOX 446D, BROADCASTING

## Miscellaneous

*ANNOUNCERS!* Looking for honest, constructive criticism? Let experienced personnel analyze your work and offer suggestions for improvement of voice, diction and style of delivery. Send audition disc and $5.00 to receive evaluation charts and comment concerning YOU. *COUNSEL, P. O. Box 1051, Peoria, Ill.*

## Employment Service

ESPECIALLY FOR YOU!
EMPLOYERS:
FREE prompt service! Screened applicants? SERVICE. Our 5th year! May we serve you—also?
APPLICANTS:
Making a move? Let an established organization assist you. CONFIDENTIAL, RELIABLE SERVICE—at a nominal fee!
SERVICE:
RRR-RADIO-TV EMPLOYMENT BUREAU P. O. Box 415, Philadelphia 5, Pa.

# Proposed Rule Changes

PROPOSED revision of FCC's rules have been announced by the Commission to provide for the licensing of studio-transmitter links for AM stations. STLs for AM use would be licensed in the 925-940 mc portion of the 890-940 mc band available primarily for industrial, scientific and medical uses, and such use by broadcasters would be subject to any interference that might be caused by the operation of ISM equipment.

XUM

# TRANSIT RADIO

## Asks D. C. Dismiss Case

DISMISSAL of current proceedings on Washington's music-equipped vehicles was urged in a brief filed last Monday with the District of Columbia Public Utilities Commission by Transit Radio Inc. and Capital Transit Co.

TR and CTC told the commission that "overwhelming evidence" already had established that music-soothed rides are consistent with "public convenience, comfort and safety." They contended that transit radio does not adversely affect public safety; that the record shows public acceptance and enjoyment of the music; and injection of the First and Fifth Amendments into the issue is "irrelevant."

The recommendation for dismissal was based on an appeal, filed by Franklin S. Pollak and Guy Martin, charging that broadcasts are violating these constitutional provisions [BROADCASTING, Dec. 5]. As intervenors, they asked the commission to ban present receivers and further installations. PUC Chairman James Flanagan last Tuesday promised a decision "within a week or 10 days."

PUC's notice of investigation and subsequent hearing was brushed aside in the CTC-TR brief with the reminder that the issue comes only under PUC's statutory powers. "Broad as is the power of regulation, the government does not enjoy the freedom of an owner," it noted further.

### Purpose of First Amendment

Carried to its logical conclusion, the brief continued, the Pollak-Martin interpretation would mean that the First Amendment is "an instrument designed to promote a society of mutes" and not "to foster free interexchange of expression in the market-place of ideas and art. . . ."

The reply also tackled the applicability of civil rights provisions, injected in the Pollak-Martin appeal. It cited Supreme Court decisions which held the two amendments are "limitations only upon the powers of the federal government and in no way are they directed against the actions of individuals."

With respect to the Fifth Amendment, the brief asserted that Capital Transit and Transit Radio Inc. fall more fully under its provisions than the opponents of "music-as-you-ride."

It pointed out:

> If any rights in property or liberty are involved, . . . it is the right of Capital Transit and Transit Radio to utilize their property subject only to the regulation by the commission in the public interest in accordance with the specific statutory authority granted the commission by Congress.
>
> It should never be forgotten that this proceeding involves the private property of Capital Transit and Transit Radio. Broad as is the power of regulation, the government does not enjoy the freedom of an owner. . . . The action of the intervenors in this proceeding would deprive Capital Transit and Transit Radio of their liberty to contract and their property without due process of law and without just compensation in violation of the Fifth Amendment to the Constitution of the United States.

Reply was submitted to PUC by Attorneys F. G. Awalt and Daryal A. Myse, on behalf of the Capital Transit Co., and Thomas N. Dowd, attorney for Washington Transit Radio Inc.

## NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Oct. 31 ..... 271
Number of network commercials starting during November ..... 10
Number of network commercials ending during November ..... 2
Number of commercials on the four nationwide networks, Nov. 30 ..... 279

### November Additions

| SPONSOR | PROGRAM | NETWORK | TIME | AGENCY |
|---|---|---|---|---|
| Radio Offers Co. | Pick A Date | ABC | Tues. 11:30-11:45 a.m. seg. | Huber Hoge & Sons |
| Radio Offers Co. | Pick A Date | ABC | Wed. 11:30-12 noon | Huber Hoge & Sons |
| Radio Offers Co. | Shoppers Special | ABC | Sat. 9:30-10 a.m. | Huber Hoge & Sons |
| Radio Offers Co. | Sidney Walton | ABC | Tues. & Thurs. 3-3:15 p.m. | Huber Hoge & Sons |
| Texas Co. | Metropolitan Opera | ABC | Sat. 2-5 p.m. | Kudner |
| General Mills | Modern Romances | ABC | Mon.-Fri. 11-11:15 a.m. | Dancer-Fitzgerald-Sample |
| Wm. H. Wise & Co. | Get More Out of Life | CBS | Sun. 1:30-1:45 p.m. | Thwing & Altman |
| Ludens Inc. | Sing It Again | CBS | Sat. 10:45-11 a.m. | J. M. Mathes |
| Ralston Purina Co. | Erskine Johnson | MBS | Mon.-Wed.-Fri. 5:55-6 p.m. | Gardner |
| Gulf Oil Corp. | We, the People | NBC | Fri. 8:30-9 p.m. | Young & Rubicam |
| Lewis Howe Co. | Baby Snooks Show | NBC | Tues. 8:30-9 p.m. | Dancer-Fitzgerald-Sample |

### November Deletions

| | | | | |
|---|---|---|---|---|
| Kraft Food Corp. | Kraft Music Hall | NBC | Thurs. 9-9:30 p.m. | J. Walter Thompson |
| Lewis Howe Co. | Me and Janie | NBC | Tues. 8:30-9 p.m. | Dancer-Fitzgerald-Sample |

### November One-Timers

| | | | | |
|---|---|---|---|---|
| RCW Enterprises | Johnny On The Spot | ABC | Sun., Nov. 27 7:55-8 p.m. | Cowan & Whitmore |
| Gillette Safety Razor | Army-Navy Game | MBS | Sat., Nov. 26 1:15 to concl. | Maxon Inc. |

# RESCUE TEAM

## KRMG Helps Crash Victims

EAGLE-EYED pilots of two helicopters engaged in field testing for KRMG Tulsa Nov. 27, discovered and came to the aid of two fliers stranded on the wreckage of their Aeronca which had crashed into the Arkansas River, the station reports.

Dick Stansbury, of Lafayette, La., in charge of flight operations, and C. B. (Brownie) Akers, KRMG vice president, were in the plane that first sighted the survivors, a pilot and his nine year-old son, riding the wings of their plane which had nosed over in the water. The KRMG plane summoned help and then landed on the bank of the river to aid in rescue operations. The other helicopter, containing Robert B. Jones Jr., KRMG manager, flew to Tulsa municipal airport to notify officials.

The two Bell helicopters are being employed by KRMG in field intensity measurements of signals transmitted by the station's towers located near Keystone, Okla. It is estimated that as much as two months time will be lopped off by the eight engineers and two pilots in making the measurements under supervision of A. F. Inglis, of McIntosh & Inglis, Washington, D. C., with the aid of the helicopters. KRMG will operate fulltime on 740 kc.

# SCHOOL NEEDS

## Lyon Urges Use of Radio

RADIO could fill in the gaps to relieve New York State's secondary education system which Don Lyon, Syracuse U. radio educator, declared last week suffers acutely from "gap-osis." His appeal was made at the opening of a conference of state's high school administrators held during the week at the university. Mr. Lyon suggested the formation of a council which would meet with production agencies to set up goals and standards for in-school transcriptions.

He also suggested that teachers using transcriptions in classrooms and educators utilizing commercial radio time meet with university radio workshop representatives to work over problems generally related to the field. Most important gaps in the "gap-osis," he said, were (1) evident disregard for the use of radio as a means of educational communication and, (2) failure to serve the 50% of high school students who do not graduate. Mr. Lyon said industry was willing to cooperate but asked for initiative from educators.

*Back home after rescue event are (l to r) Messrs. Jones, Stansbury and Akers, and Montez Tjaden, KRMG promotion manager.*

# WKGN VS. WROL

## Battle Broadcast Rights

DOUBLE-BARRELED legal contest opened in Knoxville courts a fortnight ago as a result of a dispute between two local stations, WROL and WKGN, over broadcasting rights to U. of Tennessee basketball games. Also at stake is the question of whether exclusive FM broadcast rights to the games would, in effect, limit potential listenership.

A series of legal maneuvers preceded an announced intention by WKGN to broadcast the U. of Tennessee-Tennessee Polytechnic Institute game Dec. 3 despite WROL's signing of exclusive broadcast rights of all games over its FM facilities.

First step was taken by WKGN, owned and operated by Clarence Beaman, which obtained an injunction ordering the university to permit it to carry the play-by-play broadcast. Then, two hours later, WROL, operated by S. E. Adcock, obtained an injunction restraining WKGN from airing the game. WKGN then said it would proceed with its broadcast because it believed the first injunction had preference over the second. However, staffers found the gates closed to all but the WKGN engineer thus necessitating a cancellation of WKGN's sportscast.

In his petition, Mr. Beaman charged his bid of $775 for home games of the U. of Tennessee (including $255 cash and $500 in advertising) was higher than the $500 home and away bid by WROL. He also alleged secrecy in opening of the bids thus violating the state statute, and charged FM broadcast by WROL would limit the audience to only "a minute" segment. Mr. Adock's petition to forestall the injunction disputed claims in the WKGN brief on the number of listeners by claiming 25% of the sets in the area were FM equipped. He also declared the contract gave WROL exclusive rights to broadcasts, whether or not allegations in Mr. Beaman's petition concerning illegality of letting the contract were true.

# RCA DIVIDENDS

## Over $10 Million for '49

A TOTAL of $10,081,400 in 1949 dividends is to be paid to stockholders by RCA, according to declarations made at the company's Dec. 2 board meeting. On outstanding shares of common stock, 50¢ per share will be paid Jan. 23, 1950 to holders of record at close of business Dec. 16, 1949.

On outstanding shares of first preferred stock, 87½¢ per share, for the period from Oct. 1, 1949 to Dec. 31, 1949, will be paid Jan. 3, 1950, to holders of record at close of business Dec. 12. Dividend totals declared amount to $3,152,800 on preferred, and $6,928,600 on common stock.

## FCC Actions

*(Continued from page 66)*

**Decisions Cont.:**

KA-4553 KA-4552, KMPC The Station of the Stars Inc., area Los Angeles; KA-4605 KA-4608, WJR The Goodwill Station Inc., area Detroit. Following remote pickup station was granted renewal on regular basis to May 1, 1952, subject to change in frequency which may result from proceeding in Doc. No. 6651: KA-3218, Western Plains Bestg. Co. Inc., area Colby, Kan.

**BY COMMISSION EN BANC**

**WHIS Bluefield, W. Va.**—Granted extension of authority to operate with non-directional ant. and power reduced to 700 w at N for period of 30 days from Dec. 5.

**KFAR Fairbanks, Alaska**—Granted extension of SSA to operate on 660 kc 3 kw unl. to Sept. 1, 1950.

### December 7 Decisions . . .

**ACTION ON MOTIONS**

**(By Comr. Hennock)**

**Metropolitan Bestg. Co. of Milwaukee**—Denied petition for leave to amend application by dismissing amendment specifying 1470 kc and reinstating former amendment specifying 920 kc.

**Lakes Area Bestg. Co., Pryor, Okla.**—Granted petition for leave to amend application to delete all reference to specific site, to have its application considered on site to be determined basis, and to delete from its pending petition for reconsideration and grant issues 1 and 4.

**McEvoy Bestg Co., Roswell, N. M.**—Granted petition requesting dismissal without prejudice of its application.

**FCC General Counsel**—Granted petition for extension of time to Jan. 1, 1950, to file exceptions to initial decision re application of KPPC Pasadena, Calif.

**KPAS Banning, Calif.**—Dismissed as moot petition for reconsideration and grant without hearing of its application.

**(By Examiner J. D. Bond)**

**Leader Pub. Co., Guthrie, Okla.**—Granted petition for leave to amend and reopen record to incorporate amendment to its application to substitute M. P. Long and T. W. Prentice, executors of L. H. Wentz estate, as stockholders in lieu of decedent, L. H. Wentz. Record was reopened only for purpose of permitting foregoing amendment and inclusion in record of additional and new material, and thereupon closed.

**(By Examiner Hugh B. Hutchison)**

**KTYL Mesa, Ariz.**—Granted petition for leave to amend application for CP to operate using non-directional antenna on 1310 kc 250 w-N, 1 kw-D unl., to request N operation on 1310 kc with 250 w with DA; accepted amendment and application removed from hearing docket.

**WGRD Grand Rapids, Mich.**—Granted petition for continuance of hearing on application scheduled Dec. 20 to Jan. 23, 1950, at Washington, D. C.

**Lamar County Bestg. Co., Paris, Tex.**—Granted motion for continuance of further hearing scheduled Dec. 7 to Jan. 3, 1950, at Washington, D. C.

**William C. Grove, Denver, Colo.**—Granted petition insofar as it requests leave to amend application to delete all references to N operation, and remove from hearing docket; dismissed insofar as it requests that application, as amended, be granted.

**(By Examiner Fanney Litvin)**

**The Midwestern Bestg. Co., Toledo, Ohio**—Granted request for leave to amend application to specify different site and to make changes DA-DN; denied motion insofar as it requests early hearing date.

**(By Examiner J. Fred Johnson Jr.)**

**WBAP Fort Worth and WFAA Dallas, Tex.**—Granted joint petition for continuance of hearing scheduled Dec. 12 to Feb. 27, 1950.

**(By Examiner J. D. Cunningham)**

**Eastern Indiana Radio Corp., Muncie, Ind.**—Granted petition requesting authority to amend application from 1400 kc to 940 kc; removed from hearing docket and returned to pending file to await action re daytime skywave proceeding.

**Delta Bestrs. Inc., Thibodaux, La.**—Granted petition requesting that hearing date with regard to Delta's application and that of KCIL Houma, La., be changed from Dec. 14, to Dec. 12.

**WSNY Schenectady, N. Y., and Benjamin L. Dubb et al (Transferors)**—Granted joint petition for extension of time from Dec. 7 to Jan. 10, 1950, to file proposed findings in this proceeding.

**(By Examiner Elizabeth C. Smith)**

**WBRK Pittsfield, Mass.**—Granted petition for continuance of hearing from Dec. 8, at Washington, D. C., to Feb. 8, 1950.

**(By Examiner Leo Resnick)**

**KEYY Pocatello, Ida.**—Granted petition to accept its late appearance in proceeding re application for renewal of license.

**Lubbock County Bestg. Co., Lubbock, Tex.**—Granted petition to accept its late appearance in proceeding Doc. 7334 et al.

### December 7 Applications . . .

**ACCEPTED FOF FILING**

**SSA—1030 kc**

**KWBU Corpus Christi, Tex.**—Extension of SSA to operate on 1030 kc 50 kw during hours from local sunrise at Boston to local sunset at Corpus Christi for period not to exceed 12 mo. from Dec. 15.

**License Renewal**

License renewal applications were filed by following stations: WCTA Andalusia, Ala.; KNOG Nogales, Ariz.; KCNA Tucson, Ariz.; KMYR Denver; WTYS Marianna, Fla.; KPST Preston, Ida.; KVOX Moorhead, Minn.; WENT Gloversville, N. Y.; WWPA Williamsport, Pa.; KOME Tulsa, Okla.; WKRM Columbia, Tenn.; WEPM Martinsburg, W. Va.; WHOP-FM Hopkinsville, Ky.; KPIX(TV) San Francisco; WMAR-TV Baltimore; WCBS-TV New York; WKRC-TV Cincinnati; WEWS(TV) Cleveland.

**License for CP**

**WEXI (FM) St. Charles, Ill.**—License to cover CP new FM station.

**KSO-FM Des Moines**—Same.

**WFIL-FM Philadelphia**—Same.

**WCOJ Coatesville, Pa.**—License to cover CP new AM station.

**Modification of CP**

**KRON-TV San Francisco**—Mod. CP new TV station for extension of completion date to 6-15-50.

**WMRY New Orleans**—Mod. CP new AM station for extension of completion date.

**WJBW-FM New Orleans**—Mod. CP new FM station for extension of completion date.

**WAYS-FM Charlotte, N. C.**—Same.

**WKAP-FM Allentown, Pa.**—Same.

**WWRL Woodside, Long Island, N. Y.**—Mod. CP increase power etc. for extension of completion date.

**Modification of License**

**WGBI Scranton, Pa.**—Mod. license change hours from sharing time with WQAN Scranton to fulltime.

**TENDERED FOR FILING**

**AM—1420 kc**

**KJCK Junction City, Kan.**—CP change from 1570 kc to 1420 kc.

**AM—1400 kc**

**KCSU Provo, Utah**—CP change from 1490 kc to 1400 kc.

**Modification of CP**

**KYMA Yuma, Ariz.**—Mod. CP change from 1240 kc to 1400 kc.

### December 8 Decisions . . .

**BY COMMISSION EN BANC**

**Modification Denied**

**WTVR(TV) Richmond, Va.**—Denied request that FCC remove application from file and grant change in ERP in view of policy re TV freeze.

**STA—Ch. 236**

**WVBT (FM) Bristol Center, N. Y.**—Denied request for STA operate on Ch. 236 pending acting on application to Ch. 270 to 236, because grant would circumvent rule-making proceedings.

**Request Granted**

**WNDR-FM Syracuse, N. Y.**—Granted request to remain silent for 60 days pending relocation of FM studio.

### December 8 Applications . . .

**ACCEPTED FOR FILING**

**AM—1260 kc**

**KSMI Seminole, Okla.**—CP increase power from 500 w to 1 kw, change operation from D to unl., install DA-DN.

**License for CP**

**KWCR Cedar Rapids, Iowa**—License to cover CP new AM station AMENDED to change name to Cedar Rapids Bestg. Corp.

**WOHI East Liverpool, Ohio**—License to cover CP new AM station.

**WBIK (FM) Chicago**—License to cover CP new FM station.

**License Renewal**

License renewal applications were filed by following stations: WGWC Selma, Ala.; KRUX Glendale, Ariz.; WDAK Columbus, Ga.; WNBS Murray, Ky.; WNBH New Bedford, Mass.; WBRK Pittsfield, Mass.; KROC Rochester, Minn.; KFGT Fremont, Neb.; WMSA Massena, N. Y.; WCVI Connellsville, Pa.; KTXL San Angelo, Tex.; KVIC Victoria, Tex.; KPKW Pasco, Wash.; WEMP Milwaukee.

**Modification of CP**

**WMOX-FM Meridan, Miss.**—Mod. CP new FM station for extension of completion date.

**KTUL-FM Tulsa, Okla.**—Mod. CP new FM station change ERP to 1.27 kw, ant. to 86 ft. above average terrain.

# FCC ROUNDUP

*New Grants, Transfers, Changes, Applications*

## Box Score

SUMMARY TO DECEMBER 8

*Summary of Authorizations, Applications, New Station Requests, Ownership*

| Class | Total On Air | Licensed | CPs | Cond'l Grants | Applications Pending | In Hearing |
|---|---|---|---|---|---|---|
| AM Stations | 2,081 | 2,031 | 196 | | 330 | 264 |
| FM Stations | 744 | 481 | 318 | *9 | 49 | 28 |
| TV Stations | 94 | 26 | 85 | | 354 | 182 |

**CALL ASSIGNMENTS:** KCLF Clifton, Ariz. (The Saguaro Bestg. Co., 1400 kc, 250 w); KDIA Auburn, Calif. (Diamond H Ranch Bestrs., 1490 kc, 250 w); KRCO Prineville, Ore. (Radio Central Oregon, 610 kc, 1 kw day); KRSN Los Alamos, N. M. (Rio Grande Bestg. Co., 1490 kc, 250 w); KYMA Yuma, Ariz. (Salt River Valley Bestg. Co., 1240 kc, 250 w); WEBK Tampa, Fla. (Hillsboro Bestg. Co., 1590 kc, 1 kw day); WEIR Weirton, W. Va., changed from WRTN (Weirton Bestg. Co., 1430 kc, 1 kw directional); WCEM Cambridge, Md., change from WCMD (The Shore Bestg. Co., 1240 kc, 100 w); WIEL Elizabethtown, Ky. (Elizabethtown Bestg. Co., 1400 kc, 250 w); WIRY Plattsburg, N. Y. (Clinton County Bestg. Corp., 1340 kc, 250 w); WIVI Charlotte Amalie, St. Thomas, V. I. (Radio American West Indies, 1230 kc, 250 w); WTTN Watertown, Wis. (Watertown Radio Inc., 1580 kc, 250 w day); WWSW-FM Pittsburgh, changed from WMOT (FM) (WWSW Inc., Ch. 233); WXKW-FM Albany, N. Y. changed from WRWR(FM) (Champlain Valley Bestg. Corp., Ch. 238).

* * *

### Docket Actions . . .

**INITIAL DECISIONS**

Initial decision reported by Hearing Examiner Elizabeth C. Smith to grant application of Payne County Bestrs. for new AM station at Cushing, Okla., on 1600 kc, 500 w day, and to deny application of Cushing Bestg. Co. for same facilities. Decision Dec. 8.

Initial decision reported by Hearing Examiner Fanney N. Litvin to deny application of George F. Haddican for new AM station at Delano, Calif., on 1340 kc,, 250 w fulltime. Decision Dec. 7.

Announced initial decision by Hearing Examiner Elizabeth C. Smith to grant application of Jackson Assoc. Inc. for new AM station at Attleboro, Mass., 1320 kc 1 kw fulltime; to grant application of WCRB Waltham, Mass., to increase power on 1330 kc daytime from 500 w to 1 kw, and to deny applications of Massasoit Bestg. Corp. and Taunton Radio Corp. both seeking new stations at Taunton, Mass., 1320 kc, 1 kw day. Decision Dec. 6.

**OPINIONS AND ORDERS**

New Jersey Council of Christian Churches and Bible Presbyterian Church, Collingwood, N. J.—By memorandum opinion and order denied petitions requesting revocation of license of WCAM Camden, N. J., and other appropriate relief for alleged violations of Communications Act and FCC rules. Order Dec. 8.

By memorandum opinion and order denied petition by WOI Ames, Iowa, WKAR East Lansing, Mich., WNAD Norman, Okla., WNYC New York and WHCU Ithaca, N. Y., seeking to amend Sec. 1.324 of rules to permit grant of STAs now banned by action of June 26, 1948, and affirmed Oct. 26, 1948. Comr. Hennock favored hearing. Order Dec. 8.

### Deletions . . .

Three AM and two FM authorizations deleted by FCC. AM deletions since first of year total 45, FM 180, TV 12. Deletions, effective dates and reasons follow:

**KMSU** Missoula, Mont.—Missoula Radio Assn., CP Dec. 7. Forfeited for lack of prosecution.

**WHHT** Durham, N. C.—Harold H. Thoms, license Nov. 30 (effective Nov. 19). Merger with WSSB Durham [BROADCASTING, Nov. 21].

**KBRZ** Bryan, Tex.—Brazos Bestg. Co., license Dec. 2. Station had ceased operations Oct. 29 for reorganization and refinancing.

**WIL-FM** St. Louis—Missouri Bestg. Co., CP Nov. 29. Applicant felt it "unwise to continue at this time," FCC said.

**KBIG-FM** Des Moines— Radio Station Des Moines Inc., CP Dec. 6 (effective Oct. 24). Forfeited for lack of prosecution.

*(Continued on page 80)*


FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 366 Madison Avenue, New York Murray Hill 2-8755

**Texas**

Fulltime, profitable station located in one of America's fastest growing markets.

***$115,000.00***

**Georgia**

Successful fulltime operation with an impressive record of consistent gross.

***$90,000.00***

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C. — James W. Blackburn — Washington Bldg. — Sterling 4341-2

CHICAGO — Harold R. Murphy — 333 N. Mich. Ave. — Randolph 6-4550

SAN FRANCISCO — Ray V. Hamilton — 235 Montgomery St. — Exbrook 2-5672

## Tax Hearing

*(Continued from page 25)*

is concerned over the $50 fee on salesmen.

Mr. Gentry explained that the $250 tax does not apply to the transmission of the broadcast itself to various points, both intrastate and interstate. He told BROADCASTING a flat rate tax could be justified by that portion of the broadcasts of a purely local interest, such as local election campaign speeches but not a sliding tax on gross revenues which obviously would include some interstate emissions.

"Transmissions heard locally are intrastate, even though inseparable in origin from the same broadcasts heard outside the state," he asserted. Stations for years have been exempt from such city taxes on the theory the taxes would impose an undue burden on interstate commerce. Those stations receive the benefits of municipal services such as fire and police protection yet do not pay the taxes to support them, Mr. Gentry pointed out.

"This tax seeks to get around the previous prohibitions against levying on radio stations. I am confident that similar devices could be found to extend taxation to other groups heretofore exempt because of their interstate nature."

In addressing the municipal law officers at Kansas City, Mr. Gentry recommended the tax device to city attorneys representing hundreds of major cities. He outlined the litigation which ensued after the ordinance was put into effect by Little Rock in April 1947.

"There is no question but that it will spread," he said. "I have had sackfuls of mail inquiring about the tax from other cities, both within Arkansas and outside. I would have to put on an extra staff to handle these so I am referring them to Charles S. Rhyne, general counsel for the national institute, who is going to distribute mimeographed copies of the ordinance."

Mr. Gentry said he expects the city of North Little Rock to enact a similar ordinance within a few days. This raises the possibility that KARK Little Rock may have to pay the $250 tax twice because its transmitter is located in North Little Rock, a separate municipality.

The two Little Rock stations have borne the brunt of the litigation. NAB formally entered the rehearing proceedings last month by asking the right to intervene as *amicus curiae* [BROADCASTING, Nov. 28]. NAB agreed to pay the cost of briefs and transcript and supplied background material to the station counsel.

NAB President Justin Miller last Monday warned broadcasters that efforts to impose state and municipal taxes on broadcast stations can be expected in a score of states. He added that "with one out of four stations reportedly operating in the red, stations should take every possible step to apprise legislators of the financial facts of life within the industry and to prepare for court battles if new tax measures are put through." Judge Miller's comments were made at the NAB District 14 meeting at Salt Lake City (see story page 29).

## FCC Roundup

*(Continued from page 79)*

### New Applications . . .

**AM APPLICATION**

**Grand Island, Neb.—Howard A. Shuman, 920 kc, 5 kw directional, share time with KUSD Vermillion, S. D.; estimated cost $58,945. Applicant from 1924-33 was owner KFOR Lincoln, presently is 15.6% owner KLMS Lincoln, Neb., and 4% owner WXLW Indianapolis. Filed Dec. 8.**

**TRANSFER REQUESTS**

**WKLA Ludington, Mich.—Assignment of license from Karl L. Ashbacker and Grant F. Ashbacker d/b as Ludington Bcstg. Co. for $50,000 to Raymond A. Plank, assistant general manager and chief engineer WFYC Alma, Mich. WKLA assigned 250 w on 1450 kc. Filed Dec. 7.**

**WIKB Iron River, Mich.—Assignment of license from Upper Michigan-Wisconsin Bcstg. Co. to WIKB Inc., new firm wholly owned by Upper Michigan-Wisconsin. Minority interest later to be sold to local people, WIKB assigned 250 w on 1230 kc. Filed Dec. 7.**

**KWIE Kennewick, Wash.—Assignment of license from Harold A. Clark, Donald E. Seeley, Marvin E. Johnston and Clarence J. McCredie d/b as Mid-Columbia Bcstrs. to new corporation composed of same people, KWIE Inc. KWIE is assigned 1230 kc, 250 w unlimited. Filed Dec. 6.**

**KWKW Pasadena, Calif.—Assignment of license from Southern California Bcstg. Co. to John H. Poole for $57,500. Sellers, Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, have received FCC consent to purchase KAGH and KARS (FM) Pasadena from Andrew G. Haley, Washington radio attorney, for $90,000 contingent on disposal of KWKW [BROADCASTING, Nov. 21]. Mr. Poole is owner KSMA and KSMB (FM) Santa Maria. KWKW assigned 1 kw day on 1430 kc. Filed Dec. 2.**

**BUSINESS goes on as usual at WFTC Kinston, N. C., despite alterations at the station's building—including an ear-shattering pneumatic hammer outside studio and control room doors. Staff members find work slightly more difficult but WFTC remains on the air. L to r are: James Riggs, construction worker; David E. Hardison, chief engineer, and Carl B. Caudill Jr., chief announcer. Kinston Broadcasting Co. purchased the 12-year-old station June 1 when its former outlet, WKNS, went off the air permanently. The renovation project when completed will give the station an entirely new studio on the old WFTC site, according to General Manager William S. Page.**

## AFRA N. Y. LOCAL

### Elects 22 Board Members

AFRA's New York local last week announced the election of the following board members:

Actors—Alan Bunce, Clayton Collyer, Staats Cotsworth, Vinton Hayworth, Leon Janney, Virginia Payne, Anne Seymour, Karl Swenson, Bicki Zola. Announcers—Kenneth Banghart, Frank Gallop, Ed Herlihy, Ken Roberts, Tom Shirley. Singers—Kay Armen, Julie Conway, Chick Goldstein, Travis Johnson, Alex McKee, Lanny Ross, Conrad Thibault. Staff announcer from independent station—Gene Reyburn.

## TRUST CASES

### Bergson Clarifies Positi

IF THE SIZE of corporations in creases economic problems, the solution must lie with Congress—"big ness is not an anti-trust crime", Herbert A. Bergson, U. S. Assistant Attorney General, told the Public Relations Society of America in New York last Tuesday.

Industries in which monopoly power may be found today, Mr. Bergson declared, are those "controlled by a few companies following policies and practices which avoid any real competition among themselves and which at the same time enable them to maintain their dominant positions." He noted that most of the government's 68 pending anti-trust cases are directed to "exclusive dealing arrangements" and other illegal restraints of trade.

Meanwhile, government anti-monopoly activities have been coordinated under an inter-agency committee comprising various government departments and agencies. Group is headed by Commerce Secretary Charles Sawyer.

Included will be representatives of the Justice Dept., FTC and other establishments, with members yet to be chosen. A study of industrial concentration has been sent to Rep. Emanuel Celler, chairman of a House Judiciary monopoly subcommittee, now holding hearings. Purpose of the inter-agency body is to clarify anti-trust laws as they pertain to various industries. President Truman will receive any proposals made by the representative group.

## Wolf Sells Rights

GEORGE WOLF, Foote, Cone & Belding executive, has sold his rights to "Nothing Short of Murder" to Laurel Films Inc., New York. The motion picture will be released through Eagle-Lion. It was written by Mr. Wolf and Laurence Bearson.

## TERMINAL PROGRAM LIKES

### Grand Central Survey Shows 85.4% Favorable Response

MORE THAN 85.4% of patrons of Grand Central Station, New York, like the programs of Terminal Broadcasting Inc. over a station public address system and 44% like commercials, according to Sherman Gregory, general manager. The survey was made last month by Fact Finders Assoc., New York.

The research organization interviewed 318 men and 320 women—a total of 638 persons. Of that number, 545 or 85.4% liked the program; 72 or 11.3% disliked them, and 21 or 3.3% voiced no opinion.

Advertising messages were liked by 281 (44%) and disliked by 257 (40.3%). Hundred patrons, or 15.7%, expressed no opinion. Percentagewise, organ music was liked by 81.4%; other music, 79.8%; time signals, 73.7%; weather reports, 71%; news bulletins, 69.3%; advertising messages, 44%.

Sponsor identification of the commercials was rated high. Number and percentage of patrons interviewed who heard some of products advertised were:

*World Telegram* commercial, 250 or 39.2%; Hamilton Watches, 246 or 38.6%; Old Gold, 226 or 35.4%; Schaefer Beer, 182 or 28.5%; American Express Travelers Cheques 156 or 24.4%; Beechnut Gum, 131 or 20.5%; Studebaker, 117 or 18.3%; *Daily Mirror*, 100 or 15.7%; Grand Central Restaurant, 90 or 14.1%; Victor Records, 88 or 13.8%; Shoe Repair, 79 or 12.5%; RCA Exhibition Hall, 73 or 11.4% Prestone, 62 or 9.7%; NBC, 60 or 9.4%; Rockefeller Center, 56 or 8.8%; Ludens, 47 or 7.3%; Peachtree Restaurant, 34 or 5.3%.


*When It's* **BMI** *It's Yours*

*Another BMI "Pin Up" Hit—Published by Porgie*

**YOU'RE ALL I WANT FOR CHRISTMAS**

*On Records:* Frankie Laine—Mer. 5177; Frank Gallagher—Dana 2026; Seger Ellis-Owen Bradley — Bullet 1011; Bing Crosby—Dec. 24659; Joe Graydon & Skylarks—Coral 60115; Johnny Desmond—MGM 10524; Janette Davis—Harmony 1084; Hugo Winterhalter—Col. 38635.

*On Transcriptions:* Ray Anthony—Langworth; Anita Ellis—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

## They Say • • •

LEE DE FOREST, commonly called the father of the radio industry, had this to say to modern radio experts . . .: 'What have you gentlemen done with my child? (Radio) was conceived as a potent instrumentality for culture, fine music, the uplifting of America's mass intelligence. You have debased this child . . . made him a laughing stock . . .'

"There is a lot of good entertainment on the air today. The strictly 'local' programs of KMRL (Marshall, Minn.) are an example of good radio. . . . The radio industry . . . should not be judged alone. Broadcasting is a business . . . to get people to listen to their radios. . . . Mr. DeForest's questioning of the uses to which his 'child' is being put should be directed to the listening public as well as the radio industry."

*From an editorial in*
The Marshall *(Minn.)* Messenger

## GIVE A RADIO
### Ohio Assn. Xmas Theme

OHIO broadcasters are putting over a campaign called "Give a radio for Christmas" which they believe will both maintain and increase radio listenership in the Buckeye State. Backing the drive is the Ohio Assn. of Broadcasters. The organization is following through on the suggestion of Carl George, OAB president.

To facilitate station participation, the OAB has mailed sample announcement scripts to every outlet in the state and OAB reports enthusiastic cooperation. At WADC Akron, Owner Allen T. Simmons had a large variety of scripts prepared and then had each of the announcements transcribed, using the talents of his entire announcing staff to give the spots variety.

Suggested scripts point up the desirability of listening to the individual station, plug one or more programs on the station (typical is morning or afternoon show "that you can't hear in the living room") and underscore the availability, variety and low price of dealers' sets.

## McTigue to WINS

JOHN D. McTIGUE, formerly assistant manager of special events at ABC, has joined WINS New York as production manager, succeeding Joseph Tery, who resigned to head the music department at WFLN(FM) Philadelphia. Mr. McTigue served as publicity director of WJZ New York from 1941 to 1943, joining ABC after a tour of war duty with OWI. He also served on the standing committee of broadcasters at the United Nations, 1947-48, as public relations officer.

**FOUNDER Merle Ellinor (r) of Ellinor Village, Florida's new $5 million year-round resort, points out one of the village divisions, "Homes by the Sea," to Bill Coudres (l), resort advertising manager, and Gene Sample, account executive of Richardson, Turner and Sanders, Atlanta agency. The agency is handling portions of Ellinor Village's advertising campaign. It also is arranging for radio time and newspaper space in all major markets east of the Mississippi and will institute a public relations and promotional program.**

# LORAIN CASE
## *Government Injunction Is Denied*

THE U. S. Government's request for prelimniary injunction to stop the Lorain, Ohio, *Journal's* alleged discrimination against advertisers who use competitive WEOL Elyria-Lorain was denied last Wednesday in the Federal District Court in Cleveland by Judge Emerich Freed [BROADCASTING, Nov. 21].

The judge indicated he was not persuaded "the injuries that might occur before trial can be had [are] so disproportionate that the stated considerations are outweighed." He added, however, that "this cause can and should have an early trial and the Court will promptly entertain a motion from the Government to that end."

**Justice Dept. Charges**

The Justice Dept. has charged the newspaper with violation of the Sherman Anti-Trust Act for its alleged attempts to monopolize advertising in the area by refusing to print advertisements of local merchants who also bought time on WEOL or used the Lorain *Sunday News*, a weekly [BROADCASTING, Sept. 26]. Justice Dept. filed a number of affidavits from Lorain businessmen to support its charges, but these were refuted by counter-affidavits by the *Journal*.

Judge Freed noted the unique nature of the suit in explaining no case is known which holds there may be a conspiracy between a corporation and its employes or officers acting in its behalf. He said the injunction was sought solely on alleged grounds the defendents, acting as a single trader, have engaged in conduct "constituting an attempt to monopolize." The injunction sought asked for relief exceeding the maintenance of status quo, he said.

## Upcoming

Jan. 12: Federal Communications Bar Assn. dinner honoring FCC. Hotel Mayflower, Washington.

Jan. 12-13: Liquor Advertising hearing. Senate Interstate & Foreign Commerce Committee, Washington.

Jan. 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.

Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.

Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.

Feb. 8-10: NAB board of directors, San Marcos Hotel, Chandler, Ariz.

March 6-8: Second national conference, Chicago Television Council, Palmer House, Chicago.

## Asks FCC Reconsider

FCC was asked last week by the New Mexico College of Agriculture & Mechanic Arts and KOB Albuquerque, to reconsider its Nov. 18 denial of their request to continue a contract under which the college reserved broadcast time as part of its original price in selling to KOB. Oral argument is asked on the ground that the FCC had considered only part of the original claims [BROADCASTING, Oct. 31], had not properly evaluated court decisions and ignored some of the original contentions. The petition was filed by Arthur W. Scharfeld, Washington attorney for the college, and the Washington law firm of Pierson & Ball for KOB.

BOARD of Directors of Philco Corp., Philadelphia, declare regular quarterly dividend of 50 cents per share on common stock, payable Dec. 12 to holders of record Dec. 3. Dividend of $.93¾ per share on preferred stock, 3¾% series A, payable Jan. 1 to holders of record Dec. 15, also has been announced.

## NEW AD AGENCY
### Willsted & Shacter Opens

NEW advertising agency, Willsted & Shacter, with offices at 280 Madison Ave., New York, has been formed by Martin Willsted and Fred Shacter.

Mr. Willsted was formerly president of Ace Advertising Service, New York, and at one time was account executive at Hirshon-Garfield, also New York. Mr. Shacter recently was account executive with the latter agency. The new firm's telephone is Oregon 9-2790.

## FISH & GAME
### WLAK Gets News by Plane

AT almost any time of day on some body of water in Florida, Fred W. Jones' plane may be seen landing and the occupant painstakingly gathering fishing and hunting information for his daily program over WLAK Lakeland. Station claims it is the only one in Florida, and possibly in the country to use this means for gathering authentic news for sportsmen.

Two years ago, WLAK added Mr. Jones, hunting and fishing authority and writer, to its staff. It was decided that in order for him to cover the news completely and up-to-date, it would be necessary to use the plane and keep up personal contacts with the Fish & Game Commission at Tallahassee while making his daily inspections.

Soon after this coverage was started, the *Lakeland Ledger* began carrying Mr. Jones' column on fish and wildlife, and a year later the Lakeland Chamber of Commerce added a fishing and hunting department of which Mr. Jones was placed in charge. WLAK reports the program, aired 7:35 a.m. each morning, Monday through Friday, to be one of the most popular features it has ever carried.

*Mr. Jones, WLAK fishing and hunting authority, and his plane.*

• • •

CHFA Edmonton, Alta., inaugurated as first French-language station in Alberta province, and second in western Canada, on Nov. 20. Station is operated by Radio Edmonton, Ltd., with Romain Le Clair as general manager. Omer Renaud & Co., Montreal and Toronto, is national representative.

# At Deadline...

## TWO NEW STATIONS; OTHER FCC ACTIONS

ONE NEW AM outlet approved and one existing station awarded improved assignment by FCC Friday. Proposed decisions granting another new AM station and improving facilities of existing station finalized. Initial decision to grant new AM outlet set aside for further hearing, and license for KWRZ Flagstaff, Ariz., reported off air since Oct. 1 just prior to bankruptcy of one partner, re-ordered cancelled [BROADCASTING, Aug. 22, Sept. 12]. Details:

**Shelby Bcstg. Co., Center, Tex.—Ordered that initial decision of Sept. 1. to grant new station on 1490 kc, 250 w, to be vacated, record reopened and set for further hearing at Center, Tex., Jan. 31, to obtain full information as to all agreements between O. L. Parker, A. C. Childs, Emmett Crawford and Allphin Hughes relating to sale, management and control of Shelby Bcstg.**

**Cotton Belt Bcstg. Co., El Dorado, Ark.—Granted new AM station on 1290 kc with 1 kw day. Owner is David M. Segal, owner KTFS Texarkana, Tex.**

**WLBJ Bowling Green, Ky.—Granted change from 250 w on 1340 kc to 1 kw on 1410 kc, directional night.**

**WWBZ Vineland, N. J.—Made final proposed decision switch from 1 kw day to 1 kw fulltime, directional night, on 1360 kc.**

**Pioneer Bcstrs. Inc., Pleasantville, N. J.—Made final proposed grant new AM station 1400 kc, 250 w fulltime [BROADCASTING, Nov. 14]. Denied competitive bid of Seaside Bcstg. Co., Atlantic City.**

**Vulcan Bcstg. Co., Birmingham, Ala.—Made final proposed initial decision to deny new AM station 1490 kc, 250 w fulltime [BROADCASTING, Nov. 14].**

## WGST ATLANTA CASE ARGUED IN SUPREME COURT

ARGUMENT held Friday before U. S. Supreme Court on appeal of WGST Atlanta, from state court ruling requiring U. of Georgia station to honor sales contract FCC refused to approve in license renewal proceeding [BROADCASTING, June 13]. WGST, in effort to win renewal in 1943 by assuming full licensee role, contracted to purchase station facilities and stock of Southern Broadcasting Stations Inc., operator of station under another agreement since 1930. WGST later voided sale pact, when FCC disapproved of payment terms, in order to win renewal.

Hamilton Lokey, Atlanta counsel for WGST, and Max Goldman, FCC assistant general counsel who appeared as friend of court, contended federal authority in effect was being challenged by state court ruling and that FCC had authority under Communications Act to consider private contracts where public interest was involved. James A. Branch, Atlanta, counsel for Southern Broadcasting group which when operative was headed by Sam Pickard, former Federal Radio Commissioner, held FCC's license authority was not contested but rather only right to nullify private business obligations.

## WOWO-WLIB FIGHT ENDS

LONG-DRAWN fight between WOWO Ft. Wayne and WLIB New York for power increases on 1190 kc appeared terminated Friday when FCC dismissed WLIB application as "abandoned." Following sale of WLIB by Mrs. Dorothy Schiff to new group headed by Morris Novik [BROADCASTING, Sept. 19] WOWO petitioned for dismissal of WLIB request for 10 kw day and 1 kw night on 1190 kc in lieu of present 1 kw fulltime. Noting WLIB filed no reply or opposition, FCC granted petition but passed over WOWO request for immediate grant of its own application for 50 kw in lieu of 10 kw on 1190 kc.

## COMR. JONES CASTIGATES RAIBOURN ON TV COLOR

COMR. Robert F. Jones, FCC's leading exponent of color TV, took Paramount Television Productions President Paul Raibourn to task Friday for "debonaire" attitude toward color and "lack of work or at least enthusiasm" for it.

In biting letter he wanted to know what encouragement Mr. Raibourn had given to color, particularly in role of board member of Allen B. DuMont Labs, held tentatively by FCC to be under Paramount control.

Letter was reply to one from Mr. Raibourn voicing concern with some of Mr. Jones' questioning during color hearings, which he felt could be construed to imply that as member of old National Television Systems Committee he "may be derelict or uncooperative in not appearing and offering testimony." Mr. Raibourn said he had no new engineering data but "certainly have some opinions" and would be "glad" to testify.

Comr. Jones said he hoped Mr. Raibourn would not "join the parade" of those who oppose "anyone who dares to have a different view than the vested interests, whether such vested interests are speaking through such flexible if not nebulous pseudo-entities as JTAC, RMA, the former NTSC and any other pseudonym of the radio manufacturers who are here today and gone tomorrow as swiftly and seemingly as purposefully as the proverbial pea in the carnival shell game."

## R. MORRIS PIERCE RESIGNS AT WGAR; FOX SUCCESSOR

R. MORRIS PIERCE, vice president and chief engineer of WGAR Cleveland since 1930 and engineering vice president of WJR Detroit and KMPC Los Angeles, G. A. Richards stations, resigns effective Jan. 1 to become president and stockholder of WDOK, projected new Cleveland station.

Robert A. Fox elected WGAR chief engineer, succeeding Mr. Pierce.

During war Mr. Pierce achieved fame for capture of Radio Luxembourg while with Office of War Information and for key role in talking Italian fleet into surrendering. Mr. Fox was combat scientist under Royal V. Howard, director of operational analysis section of Army's European theatre.

## COLLEGE GROUP OPPOSES FOOTBALL TELECASTS

ANTI-TELEVISION stand for 1950 football season voted Friday at annual meeting of Eastern College Athletic Conference, New York. Unanimously, ECAC recommended colleges not sign any telecasting contracts at least until meeting Jan. 14 of National Collegiate Athletic Assn. ECAC also recommended its television committee present anti-television position to NCAA meeting.

That stand taken after report by ECAC television committee, comprising Ralph Furey, Columbia director of athletics, chairman; William J. Bingham, Harvard, ECAC president; R. Kenneth Fairman, Princeton; H. Jamison Swarts, U. of Pennsylvania; Howard H. Caldwell, Navy, and Asa S. Bushnell, ECAC commissioner. Reason ECAC gave for anti-television stand was that video is "potential threat to the financial structure of intercollegiate athletics."

# Closed Circuit

*(Continued from page 4)*

from Key West. These demands do not ta into account Canada's additional requirement

VOTE OF Westinghouse at Montreal NARB sessions fortnight ago in favor of treaty a inferring acceptance of Cuba's demands w premised on Westinghouse view that a treaty was better than no treaty at all. Re ports that Westinghouse had sold substanti number of transmitters to Cubans brand without foundation. Five months ago, We inghouse International Co. sold 50 kw tran mitter to CMBC Havana, but that had n bearing on NARBA and was consummated be fore any inkling of Cuba's demands w known.

ELECTRIC AUTO-LITE Co. account report edly moving to Cecil & Presbrey with Thoma J. Maloney, former partner and vice presiden in charge of radio and television of Newell Emmett (see story page 24). Auto-Lite spon sors *Suspense* on CBS-TV. Meanwhile, releas of more than 35 persons reported Friday morning in wake of Newell-Emmett dissolu tion and formation of Cunningham & Walsh Number of staffers, however, expected to join Mr. Maloney at C&P on Jan. 3.

HIGH COST of TV talent and production re ported resulting in requests for 13-week sum mer hiatuses on part of several network ad counts rather than standard eight weeks.

NEGOTIATIONS understood in progress be tween representatives of Cramer-Krasselt Co Milwaukee agency, and several Cleveland sta tions for so-called "saturation" radio campaign on behalf of one of Cleveland's largest depart ment stores. Similar campaigns by agenc for Schuster's Milwaukee store (37 hours a week) and the Golden Rule, St. Paul store (2 hours a week) have boosted these establish ments to among largest radio users in country

IT'S JUST about as surprising as Christma arriving on Dec. 25 that Maurice B. Mitchell director of NAB's Broadcast Advertising Bu reau, has received several substantial offers "Mitch" has earned his salesman sobriquet by virtue of his "pitch" on business at district meetings of NAB. Last reports were that while he has listened to proposals, he hasn't said yes—yet.

NO COMMENT official word from Byron Price, Deputy Director General of United Na tions, on widely published report he was of fered post of Assistant Secretary of State Mr. Price, former chief of Office of Censorship and pre-war executive editor of AP, currently in midst of new plans and heavy executive duties at UN. Expected he will complete re maining two years of UN term there.

AFTER nearly year of delay there's indication projected broadcaster tour of Voice of Amer ica installations around world will be revived Survey party of five would include NAB staff board and station executives.

FM ASSN. officials disturbed over statement by NAB President Justin Miller that NAB FMA merger is subject to confirmatory action by NAB board. FMA contends NAB's offer was firm, needs no ratification, and was accepted on that basis.

KATZ AGENCY, national representative fo radio and television stations and publications reportedly intending to create separate staffs for three media.

# TWICE as much in the 9th largest TV market!

In four months, the number of television receivers in use in the area served by WLW-Television . . . microwave-linked stations WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus . . . has nearly doubled!

The WLW-Television area embraces 3¼ million people—935,000 families—80,250 TV set owners.* It is the 9TH LARGEST TV MARKET IN THE NATION . . . the 4TH LARGEST TV MARKET IN THE MIDWEST.

Further, the cost-per-potential-viewer on WLW-Television is as low as 36c per thousand . . . the 3RD LOWEST IN THE MIDWEST.

This phenomenal rate of growth in TV set ownership means that by selecting WLW-Television today, you will soon be buying the lowest cost television, per potential viewer, in the Midwest . . . in one of the Midwest's largest TV markets . . . with rate protection for six months.

For further information, contact any one of the WLW-Television sales offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus.

**As of November 1, 1949*

**WLW-TELEVISION**

WLW-T CINCINNATI · WLW-D DAYTON · WLW-C COLUMBUS

Television Service of The Nation's Station • Crosley Broadcasting Corporation